Udit Mahajan

Multi-disciplinary designer focusing on strategy, user experience, interaction, and software design for brands and institutions. Adept at providing meaningful design-driven solutions within business and technological constraints. Working extensively over the last 8 years as practitioner and educator of UX-UI design, creative technology, and critical thinking, with a background in electrical engineering.

Website:
uditmahajan.com

Email:
uditmahajan24@gmail.com

Work Experience

Senior Digital Experience Designer
Imagine Exhibitions, Atlanta
May 2021 - Current

- Developing digital design solutions which meet the strategic, experiential, functional, and budgetary scope of touring exhibitions.
- Participating in all phases and aspects of projects, including research and project immersion, strategy, ideation, concept design, schematic design, design development, design intent documentation, and fabrication and installation oversight.
- Collaborating with the internal Communications Design, Environments Design, Production and Operations teams, external technical partners and clients to develop integrated design solutions.

Senior Interaction Designer
ESI Design, New York
May 2019 - May 2020

- Established conceptual frameworks, with a focus on digital media design in site-specific physical and social environments.
- Collaborated with client teams, software partners, and an interdisciplinary internal team of content designers, visual designers, producers, systems designers, and technologists.
- Conducted brainstorming sessions, workshops, content tests, in-studio mockups, and on-site reviews.
- Documented software and media designs through sketches, diagrams, written text, scenarios, storyboards, rule sets, logic flows, and wireframes, for communicating design intent and details.
- Select clients included MLB, Delta Air Lines, Beacon Capital Partners, and partners included Rare Volume, Dimensional Worldwide.

UX Designer
AV&C, New York
Aug 2016 - Apr 2019

- Headed user experience design and strategy for projects, comprising of software-driven interfaces and experiential technology.
- Initiated and conducted work sessions with key stakeholders, synthesized objectives, and defined functional requirements while considering innovative approaches.
- Created use cases, flow diagrams, wireframes, and prototypes, conducted usability testing, managed iterations, and trained users.
- Coordinated needs, utility, constraints, and capabilities with client teams, design partners, and internal team of producers, developers, technologists, and engineers.
- Select clients included Sotheby's, IBM, Conduent, Columbia University, and design partners included Gensler, 2x4, Pentagram.

UX-UI Designer
Extrapolation Factory, New York
Mar - Apr 2015

- In close collaboration with the founders, envisioned and created UX-UI design for an AR app prototype that digitally creates and distributes speculative products in physical spaces.
- Researched precedents, content domains and users scenarios.
- Designed flows, wireframes, prototypes, and tests.

Creative Technologist
Code. Compose. Collaborate.,
New York
Feb - Apr 2015

- Initial design and development of an onsite and online platform for learning to code by making music.
- Collaborated on information architecture and database schema.
- Held workshops and conducted user tests.
- Created prototype and started initial development in Ruby on Rails.

UX Designer
The New School, New York
Oct - Dec 2014

- Collaborated on design of an app prototype envisioning the future of retail, a research project by Publicis Groupe, The New School and NYC Media Lab.
- Researched precedents and identified product opportunities via brainstorming sessions.
- Created personas, sketches, and wireframes.
- Conducted user tests, identified problems, proposed solutions and refined workflows.
- Helped in documentation video shoot and edits.

Electrical Engineer
Bechtel, India
Jul 2012 - Jun 2014

- AC/DC panel estimations for 3G to 4G upgradation of AT&T cell sites in New York, Washington, Baltimore, Northern California and Los Angeles.
- LasBambas Copper Smelter project in Peru. Collaborated on motor schematics, cable sizing and panel schedules for some of the areas in the plant.
- Conversion of Erbil Combined Cycle Power Project from simple cycle to combined cycle. Worked on motor control center and AC/DC panel schedules, cable terminations, material requisition for glands and termination kits, and vendor documents review.

Education

MFA Design and Technology
Parsons School of Design, New York
2014 - 2016

- Interactive spaces
- Audio-visual storytelling
- Creativity and computation
- Interactive prototyping
- Networked systems
- GLSL shaders
- Physical computing
- Fabrication techniques
- New media art history
- Post planetary design

BE Electrical Engineering
Delhi Technological University, India
2008 - 2012

- Differential equations
- Complex numbers
- Numerical approximations
- Semiconductor electronics
- Applied mechanics
- Electromagnetics
- Fluid mechanics
- Switchgear and protection
- Thermodynamics

Teaching Experience

- Teaching Assistant: Intro to Compute Shaders, Online Workshop by Arsiliath, Aug 2020 - Current.
- Teacher: VR Storytelling Collaboration, LCCS and Parsons School of Design, Dec 2016 - May 2017.
- Part-time faculty: Design for this Century, Parsons School of Design, Sep - Dec 2016.
- Teacher: Processing, Parsons School of Design, Aug 2015.
- Teaching Assistant: Creative Coding: Large Systems, Parsons School of Design, Jan - May 2016.
- Teaching Assistant: Wearable Technology and Urban Cycling, Parsons School of Design, Aug - Dec 2015.
- Teaching Assistant: Core Lab: Objects, Parsons School of Design, Aug - Dec 2015.
- Workshop: Unity3D, Parsons School of Design, Aug 2015.
- Workshop: Ableton Live, Parsons School of Design, Feb 2015.

Research and Internships

Internship
IIT-Delhi, India
May - Jul 2010

Application of neural networks to electrical load forecasting at Biometrics Research Lab, IIT-Delhi.

Researcher
Delhi Technological University, India
Jan - Apr 2010

Application of soft-computing techniques to image processing for improvement in edge detection. Research carried out at the Department of Information Technology, Delhi Technological University.

Internship
Electronics Regional Test Lab, India
May - Jul 2009

Vocational training at the Electromagnetic Interference, Compatibility and Systems Labs at Electronics Regional Test Lab - North, India.

Internship
NTPC, India
Jun - Jul 2011

Vocational training at Badarpur Thermal Power Station.

Awards and Honors

- Runner-up at A+E Networks History Design Jam, New York, Oct 2015.
- Runner-up at Pernod Ricard Hackathon, New York, Jun 2015.
- Dean's Merit Scholarship for MFA in Design & Technology, The New School, New York, 2014.
- First Division with Distinction, BE Electrical Engineering, Delhi Technological University, India, 2012.
- Winner of Future Cities India 2020 Competition, India, 2007.
- 0.1% merit certificate and scholarship for securing 100% in Maths and Science by CBSE, India, 2006.

Talks and Interviews

- Talk: UX storytelling in multi-functional spaces, AIGA Baltimore Design Week, Oct 2017.
- Interview: SciArt Magazine, May 2017.
- Symposium: Between Spaces, New York, May 2016.

Features and Publications

- Hiatus - Realism, Clash, Mar 2021.
- Irrational, A5 Magazine - Portfolio #26, May 2019.
- Destructure, Athanor Magazine No. 5, Mar 2018.
- Old New Beginnings, Interalia Magazine, Aug 2017.
- Dreaming Specter, Event Marketer, Jan 2017.
- Dreaming Specter, Creators Project, Dec 2016.
- Dreaming Specter, MOLD, Nov 2016.
- Reinterpretations, Electronic Beats, Jan 2016.
- Reinterpretations, Prosthetic Knowledge, Jan 2016.

Exhibitions and Screenings

- Yuga, UMW Media Wall, Virginia, Nov 2019.
- eRROR, Arrhythmicity, Apr 15 - May 15, 2018.
- Ad Infinitum, The Urban Foundation Gallery, New York, Dec 2017.
- Ad Infinitum, Vector Festival, Canada, Jul 2017.
- Imaginary Numbers, CICA Museum, South Korea, Mar 31 - Apr 16, 2017.
- Emanations, World Maker Faire, New York, Oct 2016.
- Emanations, NYC Media Lab Summit, New York, Sept 2016.
- Emanations, Creative Tech Week, New York, Apr 2016.
- Emanations, Between Spaces, New York, May 2016.
- Emanations, Parsons Gala, New York, Apr 2016.
- $=\pi$, Liberty Science Center, New Jersey, Mar 2016.
- Pieces, NYC Media Lab Summit, New York, Sep 2015.
- The Smaller Picture, SXSW Interactive Festival & Trade Show, Texas, Mar 2015.