

ASHITA SHRIVASTAVA

XR Experience Designer
Communication Designer

EDUCATION

MIT Institute of Design, Pune

M.Des - Immersive Media Design | 2020-2022

Maharaja Sayajirao Universty of Baroda

B.Des - Communication Design | 2015-2019

SOFTWARE TOOLS

Unity 3D

Unreal Engine

Blender

Visual Studio

Figma

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

SKILLS

Design Thinking

Ideation

Visualization

Ethnographic Research

System Thinking

Communication Graphics

Prototyping

C# Programming Language

CONTACTS



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WORK EXPERIENCE

Deloitte (USI) (July 2023-Present)

On Contract | XR specialist

Part of the learning and development immersive solution team for Deloitte University.

Worked on Integrating immersive technologies such as metaverse, extended reality stage, Augmented reality to curate learning experience within the firm. Some of my key projects under Deloitte University are:

Metaverse - Led the development of a virtual L&D connect platform, utilizing metaverse technology to elevate remote learning experience.

Hologram Box- Creating a cutting-edge virtual gateway using holographic technology, delivering an immersive learning experience.

Augmented Reality Initiatives- Designed and deployed augmented reality solutions to enhance interactivity and engagement for both internal and external program initiatives.

XR Studio - Crafted immersive 3D environments and interactive graphics, facilitating engaging leadership introductions for L&D teams

Holoworld (July 2022-Feb 2023)

Full-time | XR Experience Designer

In this role, I designed and led comprehensive user research by creating personas, storyboards, flowcharts, and design prototypes for various applications. This process offered deep insights into user behavior, which guided the design of intuitive AR/VR experiences. Additionally, I defined the mood board and inspiration board to design the application space and coordinated with developers to ensure the desired interactions were achieved. I also built various applications optimized for different platforms, ensuring compatibility and performance.

XR Labs (Feb 2022-May 2022)

Intern | XR Experience Designer

To build a training and learning simulator for engineers. The goal here was to research and come up with user flows that would help us get accustomed to the user behavior of the engineers and then conceptualize interactions to make the whole VR experience more immersive and engaging. Worked closely with multiple teams to ensure that the final product meets the needs of the users.

Digital Jalebi (November 2018 -Feb 2019)

Graphic Designer | Conceptual Designer

Interpreting research insights and building an understanding of users and also designing the architecture of the functions and information of the experience. Captured user requirements through specifications, personas, storyboards, flowcharts and designed prototypes. Effectively communicated the experience through frameworks, conceptual ideas and detailed design.

Experiencious (May 2018-July 2018)

Intern | Graphic Designer

Designed and created various marketing materials for an automobile company including a new logo, business cards and graphics for interactive installations in the Delhi exhibition. Created prototypes and mockups to communicate design ideas.