

# Aman Chandra

Design Generalist | UX, AI, and Experience Design

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## Summary

Design Generalist with 4+ years of experience leading UX, AI-enabled workflows, product, and experiential design across enterprise systems, learning environments, and emerging media. Brings a research-led, systems-thinking approach to shaping intelligent, scalable, and user-centred experiences.

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## Experience

**MIT Institute of Design, MIT ADT University**, Assistant Professor – Pune, MH Oct 2025 – present

- Leading studio courses across UI/UX, visual design, moving image design, advanced photography, design methods, and data visualisation, in the Communication Design Department at MIT ID.
- Drive research-led, practice-based teaching linking conceptual thinking with real-world design application.
- Guided 50+ undergraduate and postgraduate student projects through critique, direction, and mentorship.

**JSW - Museum of Solutions**, Manager - UX & Game Design – Mumbai, MH Mar 2024 – Sept 2025

- Established and streamlined design processes to ensure high-quality project execution.
- Collaborated with multidisciplinary experts, including educators, technologists, and designers.
- Managed and mentored a team of junior designers and architects, ensuring alignment with organizational vision.
- Translated ambiguous problems into clear interaction models, prototypes, and design directions.

**Jio Platforms Ltd.**, UI/UX Designer – Mumbai, MH July 2021 – Mar 2024

- Worked with a multidisciplinary team contributing to projects serving 8M+ users.
- Designed and optimized UX for B2B, B2C, and enterprise software solutions across digital ecosystems.
- Designed scalable workflows for complex, multi-step user journeys across enterprise and consumer contexts.
- Conducted UX workshops and user testing for a research-driven process aligned with business and technical needs.

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## Projects

**Passport of Play - Leaderboard & Score System | AI-led Design – Museum of Solutions**

- Successfully led and deployed end-to-end design and development of a score management system using *AI-led workflows*.
- Demonstrated *design-to-engineering fluency* through full-stack prototyping.
- Trained staff on the system and supported rollout through an iterative, hands-on workflow.

**JioPOS | B2B SaaS Platform – Jio Platforms Ltd.**

- Overhauled UX for India's largest telecom retail platform with over 500K+ users.
- Redesigned 40+ journeys, enabling smoother activation and service flows.

**Jio Procurement Platform | ERP/EAM Platform – Jio Platforms Ltd.**

- Designed and built a procurement platform from scratch, improving supplier management and efficiency.
- Developed a scalable desktop UX framework, ensuring adaptability for future business needs.

**Jio-BlackRock Investments App – Jio Platforms Ltd.**

- Led onboarding UX research, prototyping, and stakeholder workshops.
- Designed user journeys tailored to first-time investors and varying financial literacy levels.

**Investigation Zone Redesign – Museum of Solutions**

- Led end-to-end redesign of an escape room-style experience, managing handover and development.
- Designed the game UI/UX, front-end, and back-end CMS logic.

**Escape Room System Design | AI-led Design (ongoing)**

- Designing a scalable escape-room-style system using AI-driven workflows for live players and backend staff.
- Building support for server logic, multiple clients, content management, and user data handling.
- Developing the experience as a physical-digital framework for play and operational management.

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## Education

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<b>M.Des Indian Institute of Technology (IIT) Guwahati</b> , M.Des in Interdisciplinary Design	Jan 2019 – Jan 2021
<b>B.TechCentral University, Chhattisgarh</b> , B.Tech in Industrial & Production Engineering	Jan 2014 – Jan 2018

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## Publications

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**Video Games as Ontological Design in the Indian Context** July 2023  
Dr. Mriganka Madhukaillya, Aman Chandra  
10.1007/978-981-99-0293-4\_101 (International Conference on Research into Design (ICoRD'23), Springer)

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## Skills

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**AI & Emerging Tech:** Local LLMs, Prompt Engineering, Generative AI, AI-Driven Interaction Design, Copilot

**UX & Product Design:** UX/UI Design, Wireframing, Design Systems, User Research, Usability Testing

**Software & Tools:** Adobe Suite, Figma, Balsamiq, Blender, OpenWebUI, Python, VS Code

**Research & Strategy:** Research synthesis, journey mapping, workshop facilitation, experience strategy,

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## Speaking Engagements

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- **DESIGNED:** Towards Ontological Thinking in Design — Thursday Talks, WIPRO (2023)
- **The Hobbyist Designer** — Guest Lecture, Design Thinker School (2024)

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## Certifications

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- **Comic Book, Graphic Novel and the Imagination**, GIAN Course (2018)
- **Game Design**, CALARTS/Coursera (2020)
- **Film Appreciation & Filmmaking**, Ctrl Alt Cinema (2018)

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## References

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- **Jai Beban** – Design Lead, Jio Platforms Ltd. | Direct Manager
- **Nameeta Premkumar** - Director, Content & Exhibits, Musuem of Solutions | Direct Manager
- **Dr. Mriganka Madhukaillya** – Founder, Media Lab, DoD, IIT Guwahati | Mentor & Collaborator