

# Praniti Yadav

## Lead Experience Designer

I design experience-led products and systems across web, AR, and emerging technology - leading work from early concept through shipped platforms, with a focus on interaction, scalability, and real-world constraints - while currently using vibe coding and Agentic AI to explore new models for design-engineering collaboration.

### PORTFOLIO + CONTACTS

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### EXPERIENCE

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2022 - Present

#### Xtendr - Manager, CX

Led end-to-end design of interactive and WebAR experience systems for global brands including Sprite, ITC Classmate, Britannia Pure Magic (Harry Potter), Lufthansa, Maruti Suzuki and more.

Owned experience direction from early concept through launch — shaping interaction logic, system structure, and visual direction.

Collaborated closely with engineering, production, and cross-functional teams to translate brand and product goals into shipped digital systems.

Operated under tight timelines and real-world constraints, balancing creative ambition with technical feasibility.

2020 - 2022

#### Bodice Studio - Digital communications

Designed digital and visual experiences across web, social and retail, aligned with Bodice's minimalist and sustainability-led ethos.

Led creative strategy and execution for a digital art exhibit in collaboration with India Art Fair (IAF)

2018 - 2020

#### Freelance & Early Design Roles

Worked across photography, graphic design and visual storytelling for studios including Banaras-E-Thaan, Studio Rudraksh, and Ardra

### EDUCATION

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2018 - 2022

#### MIT Institute of Design

B.Des in Fashion Communication

### SKILLS

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#### UI/UX

Interface design and product thinking for digital and AR experiences

#### AI & Creative Tools

Claude Design, Claude Code, Antigravity, NanoBanana, Runway, Veo 3, 11Labs

#### Design & Motion

Photoshop, Illustrator, InDesign, After Effects

#### 3D visualisation

Blender, Clo 3D

#### Creative Strategy

Brand storytelling, Research-led design