

# PRITAM NELAPUDI

## Senior Experience Designer

[www.pritam.co.in](http://www.pritam.co.in)

### EDUCATION

#### Product Development Project (2015-16)

Aalto University, Finland

#### Master's in Communication Design (2014-16)

Indian Institute of Technology Kanpur

#### Bachelor's in Computer Science (2008-12)

Kakinada Institute of Engineering and Technology

### SKILLSET

- User Centric Design
- User Research & Analysis
- UX Conceptualisation
- Interaction Design
- Prototyping
- Usability Testing
- Digital & Brand Strategy
- Creative & Critical Thinking
- Design System
- Communication
- Project Management
- Resource Management

### ACHIEVEMENTS

XPO Logistics Design Hackathon Winner



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### INTRODUCTION

7 years of design expertise and a Master's in Communication Design from IIT Kanpur, I excel in leading UX teams. My approach blends creativity and empathy to tackle challenges and streamline processes effectively. Let's turn obstacles into opportunities with thoughtful design solutions.

### PROFESSIONAL EXPERIENCE

#### SENIOR EXPERIENCE DESIGNER | ZYNGA (Wizard of Oz Magic Match & FarmVille 2 Country Escape)

Mar 2022 - Present

- Led the UX team at Farmville 2 Country Escape game, and now steering Wizard of Oz Magic Match to new heights.
- Orchestrated the setup of a highly effective pre-production pipeline, optimising collaboration and efficiency. Streamlined handoff procedures.
- Pioneered cross-functional teamwork by integrating collaboration strategies during pre-production.
- Played a pivotal role in guiding game projects from concept to execution.
- Mentored team members and cultivated an innovative environment for skill growth.

#### EXPERIENCE DESIGNER | ZYNGA (FarmVille 2 Country Escape)

Aug 2019 - Feb 2022

- Accelerated proficiency in Unity and Integration processes.
- Collaborated closely with PM to tackle business challenges tied to revenue, engagement, and retention.
- Developed frameworks and solutions to optimise the UI Integration process, reducing production costs.
- Designed player-loved features, contributing to positive revenue outcomes.

#### EXPERIENCE DESIGN LEAD | INFOSYS DIGITAL

July 2016 - July 2019

- Led solo projects and guided teams to successful project delivery.
- Built user-satisfied products for clients - Southern Co. Gas, Rabo Bank, Li & Fung, Adecco, Sharjah Islamic Bank, College of American Pathologists & XPO Logistics.

#### EXPERIENCE DESIGN INTERN | MAQ SOFTWARE

May 2015 - July 2015

- Designed a responsive application for Antech Veterinary Diagnostic Laboratory (USA) and a dashboard application for Microsoft Xbox.

### EXPERTISE

