

PRITAM NELAPUDI

Senior Experience Designer

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 &
Technology

SKILLSET

- UX Strategy
- Systems & Scalable Thinking
- Design Thinking
- Game UX & Motivation Design
- Agentic UX
- Ai Augmented Workflows
- Cognitive UX
- Journey Mapping
- Prompt Design
- Creative & Critical Thinking
- Mentorship & Leadership
- Communication & Storytelling
- Project & Team Management

EXPERTISE



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INTRODUCTION

9 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 | BLUE YONDER

Mar 2024 - Present

- Spearheading UX for the world's first Slotting Optimiser, designed to revolutionise warehouse operations by enabling predictive, data-driven slotting and bringing agent based intelligence to supply chains through cognitive execution.
- Delivered a standout ICON 2024 demo of "Space-Aware Replenishment" in just 2 weeks, praised by clients and leadership for its clarity, vision, and business impact.

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

Mar 2022 - Mar 2024

- 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.