

# Aditi Gunna

Interdisciplinary Designer specializing in interaction and visual design, creating next-gen digital systems by leveraging technology and collaborative design practices

aditigunna.cargo.site  
gunna074@newschool.edu | (240) 270 - 6426  
LinkedIn [aditi-gunna]  
Brooklyn, New York

## Experience

### Cognizant New York Metro Area

Digital Product Designer

NOV 2024 – present

Designing intuitive, seamless user experiences - collaborating with business stakeholders, user representatives and engineers to deliver high-fidelity wireframes to drive seamless product development

Designed user flows for an assisted sales tool (used by over 8000 agents) for a major telecom client, integrated an AI assistant to streamline workflows and boost conversion opportunities

Delivered high-fidelity UX designs as part of an ongoing modernization of legacy enterprise systems used in stores and call centers for a major telecom client, migrating customer care tools to an AI-native platform improving usability by automating key processes and simplifying workflows

Created key UX flows, high-fidelity UI mockups, and presentation materials for a strategic client pitch, helping secure buy-in for a customer-facing AI-powered digital voice assistant and shaping the vision for a next-gen service experience

### The New School New York, New York

Part-time Lecturer

AUG – DEC 2024

Taught a graduate level class in Critical Computation, where code and critical making is introduced using p5.js - constructed and delivered weekly lectures and hands-on coding challenges

Organized workshops, introducing foundational web development concepts, including HTML and CSS

Fostered critical and computational thinking in student projects (ranging from interactive art to data visualization and game development) through structured peer and one-on-one critiques

Teaching Assistant

AUG 2023 – MAY 2024

Facilitated weekly discussion sections for an undergraduate course in Immersive Storytelling, exploring emerging technologies and Virtual Reality

Conducted weekly workshops on game development leveraging Unity; supported students in building final projects using Unity

Guided collaborative student projects and led weekly design critiques

Visual Design & Animation - Research Assistant

MAR 2023 – MAY 2024

Developed a visual design scheme for weekly lecture presentations, synthesized content to create engaging material on design fundamentals - taught as part of the First-Year-Study at Parsons

Conceptualized and produced 2D animations for an upcoming film blending hand-drawn and digital techniques in Adobe Photoshop and After Effects, leveraging visual design and aesthetics to evoke the complex themes of the film

## Education

### Parsons School of Design, 2024

Masters in Design and Technology

GPA 4.00, Merit Scholarship

New York, New York

### RV College of Architecture, 2022

Bachelors in Architecture

Bangalore, India

## Skills

### Design

Layout & Composition · Typography & Color · Data Visualization · Animation (2D and 3D) · Motion Graphics · Design systems ·

User interviews · Usability testing · User interviews · Heuristic evaluation ·

### Tools

Figma · Sketch · Adobe Creative Cloud · Photoshop · Illustrator · InDesign ·

PremierePro · After Effects · Cinema 4D · Rhinoceros 3D

Javascript · HTML/CSS · Python · Unity (C#)

## Projects

### Chatbot: Multi-method Usability Evaluation

DEC 2023

Developed a proposal for a multi-method usability evaluation of the New School's Chatbot (with a 1% net positive sentiment) using principles of applied psychology and heuristics

Outlined an experiment, involving 20 students, to understand chatbot's ability to provide concise and relevant information to users, identifying a baseline for usability evaluations

### Reimagining Spatial Navigation in a Museum

NOV 2023

Designed a proposal to add a spatial navigation feature to the existing web interface - included a high-fidelity Figma prototype, featuring interactive floor maps, real-time location cues and adaptive layouts for mobile and smart-watch

Process included diverse user research (30+ survey respondents, 3 in-depth interviews, on-site testing with 2 participants) and rapid iteration based on user insights, and user testing