Pratheep Kumar Chelladurai
Product Designer + Engineer

I'm a strategy-driven designer with 6+ years of experience building thoughtful and functional design solutions that scale products and drive business success.

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San Francisco, California

Experience

Dynamo AI
Feb 2024 - Present
San Francisco, CA

Senior Product Designer, Generative AI Trust and Safety Team

- Designed the experience for building Responsible Generative AI Systems, through Gen AI Evaluation SAAS toolkit focusing on safety, hallucination, privacy, and red-teaming practices and was instrumental in onboarding 3 Fortune-500 Companies.

- Conducted design workshops and co-creation sessions with ML engineers, built functional UI prototypes aiming to create trust and better explainability for new AI system evaluation metrics, leading to the successful onboarding of multiple financial institutions into the trial environment.

- Executed high impact product design initiatives, including implementing a design token system, setting up the first analytics system using PostHog for data-driven insights.

- Contributed to design operations best practices for better communication across XFN teams focusing on research, discovery and delivery, thereby streaming the organization design culture.

Bose Corporation
Jan 2023 - Jun 2023
Framingham, MA

Research Engineer Co-Op, Sound Externalization Team

- Operated in R&D lab setting, I designed and developed a Virtual Reality (VR) app in Unity integrated with Bose's Audio API and conducted perceptual evaluations of spatial audio rendering for Bose's latest over-ear headphones.

- Presented research findings and demonstrated the VR app to 200+ execs at "Bose Lab Expo (BLX)", highlighting the value of VR-based applications for auditory perceptual studies.

Qube Cinema Technologies
Jun 2017 - Jun 2021
Chennai, India

UX Designer, Cinema Ad Management Team

- Designed experiences for digital cinema SaaS and B2C mobile apps used by 3,000+ cinema screens, 100+ movie producers, and distributors, playing key role in shipping 10+ main features across advertisement tech and movie content management.

- Helped build 0 to 1 products from discovery to launch, as well as scaled mature products with a high-traffic user base through balanced incremental improvements in a customer-centric product ecosystem collaborating with XFNs.

- Built Figma plugins to optimize ux patterns and design workflows, built the founding design system for seamless developer integration with Storybook, and contributed to branding flagship products of Qube's ecosystem.

RIT Accessible and Immersive Realities Lab
Jan 2022 - Dec 2022,
Aug 2023 - Dec 2023
Rochester, NY

Graduate Research Assistant

- Color Perception: Part of the Color Science Lab, Developed VR apps for Meta Quest to study skin color perception differences between virtual avatars and real people using camera passthrough, presented at an Annual Technology Event.

- Accessibility: Led projects to enhance sound accessibility for deaf or hard-of-hearing users with wearable devices publishing research in international conferences, including SIGCHI.

- Privacy: Prototyped privacy indicators for eye tracking in head-worn devices, publishing findings as a conference paper.

Education

MS Human-Computer Interaction
Rochester Institute of Technology, NY
Aug 2021 - May 2024

B.Tech Information Technology
SSN College of Engineering, India
July 2013 - Apr 2017

Skills

Research and Analysis
Generative Research | Evaluative Research | Mixed-Method Approach | User Interviews | Survey | Design Workshops | Product Research | Competitive Analysis | Product Strategy | Usability Testing | Heuristic Evaluation | Perceptual Study | A/B Testing | Statistical Analysis | Product Metrics Analysis

Design and Prototyping
User Experience Design | User Interface Design | Interaction Design | Design System Management | Design Documentation | AR VR Prototyping | Functional Prototyping | Motion Design | Data Visualization

Programming
Front-End Development | HTML | CSS | Javascript | ReactJS | C# | Python | MATLAB

Tools

Prototyping
Figma | Framer Motion | Sketch | Adobe Creative Suite | Spline | Rive | Unity3D | Snap Lens Studio | Blender | Cursor | V0

Research & Web Analytics
PostHog | Heap | Microsoft Clarity | Google Analytics | Tableau | UserInterviews.com