Indraneel KD
UX Designer

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Education

National Institute of Design
June 2016 - Jan 2019 Bengaluru

Masters in Game and
Experience Design

Sir JJ School of Arts
June 2011 - Jun 2015 Mumbai

Fine Arts and Painting

Skills

UX Research
Wireframing and Sketching
Prototyping
Feature Ideations and Strategies
User Interviews
Interaction Design
UI Design
NGUI Unity Integration
Unity UI integration
Visual Design and Illustration
Animation and 3d Modelling
Art Direction

Tools

Figma
Adobe XD
Unity Engine
Photoshop
Illustrator
Procreate
Zbrush
3d Max

AI Tools

Chat GPT
Lovable
Readdy
Sora
Layer.ai

Other Interests

Gaming (Mobile & Console)
Travelling
Cat Dad
Gardening
Canvas Art
AI Art

Work Experience

zynga Experience Designer
June 2022 - Present Bengaluru

Solely lead UX for 1010!, Draw Something with Friends and New IPs, driving the end-to-end design of features focused on boosting revenue, retention, and player engagement.

Designed and launched high-impact features including bold beat updates that significantly increased session length, ad monetization, and daily active users.

Conducted in-depth competitive analysis and user research to uncover player motivations, behaviors, and friction points.

Created detailed personas, empathy maps, and journey flows to guide feature ideation and prioritization.

Led multiple UX audits and optimizations to enhance gameplay clarity, usability, and player satisfaction.

Collaborated cross-functionally with PMs, Game Designers, Artists, and Developers to co-ideate and deliver seamless experiences.

Integrated designs using NGUI in Unity, ensuring visual and interaction consistency across screens.

Actively mentored junior designers, promoting a user-centered mindset and fostering a collaborative design culture.

Spearheaded UX for new game IPs from concept to production, owning both design strategy and research.

Adobe Senior UX Consultant
July 2021 - June 2022 Bengaluru

Collaborated with ITC to redesign their D2C platform, enhancing navigation, product discovery, and checkout experience.

Led UX initiatives for IndiGo Airlines, streamlining booking flows and improving mobile travel experience for millions of users.

Conducted stakeholder workshops, heuristic evaluations, and usability testing to inform design direction.

Delivered end-to-end wireframes, prototypes, and interaction models aligned with Adobe Experience Manager (AEM) best practices.

Worked closely with developers, visual designers, and business teams to ensure seamless handoff and design intent.

Advocated for accessibility and responsive design across touchpoints and devices.

MediBuddy Senior Product Designer
Oct 2019 - July 2021 Bengaluru

Worked on various Healthcare Features and majorly contributed in building the visual style guide and Design System for the product

Designed the onboarding and Reward experience for the users while closely collaborating with Product Managers, Visual Designers and Developers

SAMSUNG Experience Design Intern
June 2018 - Jan 2019 Bengaluru

Worked on Augmented Reality projects