

Pratyush Bhatli

UI/UX Designer | Visual Designer | Interaction Designer

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PROFESSIONAL SUMMARY

I'm a UI/UX and Visual Designer with 2+ years of professional experience who works across media and starts from research and first principles rather than templates. I care about design that is concept-driven, visually precise, and grounded in real constraints. My work spans interaction design, branding, motion graphics, type design, data visualization, and VR. I pick up new tools and domains fast, and I'm always looking to push into unfamiliar territory. Currently pursuing a Bachelor of Design at Shiv Nadar University (2023-ongoing) and a researcher with two papers submitted to ICORD 2027.

WORK EXPERIENCE

Web Designer | Squib Factory Pvt. Ltd.

May 2025 - Jul 2025

Remote, Delhi | Internship

- Created motion graphics and animated vector assets across 4 website sections using Adobe After Effects, delivering from brief to final export
- Crafted UI components in Figma, aligning visual output with brand guidelines in collaboration with product and marketing teams

Junior Designer | Vexvo Pvt. Ltd.

June 2023 - July 2023

Ernakulam, Kerala | Contract

- Generated vector animations and illustration assets for product and marketing within a cross-functional team over 8 months
- Contributed to visual design projects across digital and print formats, working within established brand systems

Designer | Extracurricular Design Clubs, Shiv Nadar University

Aug 2023 - Nov 2024

- Led visual identity, event branding, social media graphics, and promotional materials for university-scale public events across two campus organizations
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PROJECTS

The Maze That Listens | *Web Game* | *Interaction Design*

Tools: Three.js, JavaScript, Unity, C#

- Built a browser-based psychological horror game where enemy AI adapts to player behavior in real time rather than scripted triggers
- Prototyped originally in Unity and C# for VR; rebuilt in Three.js for cross-platform web accessibility

Digital-First Devanagari Typeface | *Type Design* | *Typography*

Tools: Adobe Illustrator, Glyphs

- Explored screen legibility failures in print-first Devanagari typefaces and crafted an exploratory consonant set optimized for digital rendering

Modular Navigation for Indian Public Gatherings | *Systems Design* | *UX Research*

Tools: Figma, Research Methods

- Investigated crowd behavior at large Indian public events and formulated a modular navigation framework responsive to behavioral states rather than fixed routes

India Union Budget 2026-27 | *Data Visualization* | *Frontend Development*

Tools: D3.js, HTML, CSS, JavaScript, Canvas API

- Visualized the full Union Budget dataset through interactive scroll-based dashboards and editorial infographics, handling both design and frontend development

Nestle Brand Reinterpretation | *Brand Identity* | *Visual Design*

Tools: Figma, Adobe Illustrator, Adobe Photoshop

- Performed a brand audit and visual redesign balancing legacy equity with contemporary expectations across digital and print touchpoints

R E S E A R C H

From 2D Screens to Spatial Stores: Usability in VR E-Commerce

Submitted to ICORD 2027 (International Conference on Research into Design) | Results awaited

Designing Visual Narratives with Generative AI | Co-authored

Submitted to ICORD 2027 (International Conference on Research into Design) | Results awaited

T E C H N I C A L S K I L L S

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Blender, TouchDesigner, Unity

Frontend Development: HTML, CSS, JavaScript, React, D3.js, Three.js, Python

UI/UX Design: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, User Flows, Journey Mapping, Persona Development

Visual Design: Brand Identity, Typography, Layout Design, Color Theory, Editorial Design, Motion Graphics, Data Visualization

Specialisms: Spatial Design, VR Design, AR Design, Generative Systems, Systems Thinking, Speculative Design

S O F T S K I L L S

Design Approach: Concept-Driven Thinking, Cross-Medium Thinking, Designing from First Principles, Translating Complex Ideas into Visuals, Iterative Problem Solving

Creative: Aesthetic Instinct, Attention to Detail, Designing for Multiple Constraints, Comfortable with Ambiguity

Professional: Creative Direction, Client Communication, Brief Management, Jury Presentation, Independent Research-Led Process, Working Under Deadlines

E D U C A T I O N

Bachelor of Design (B. Des) | Shiv Nadar University

2023 - ongoing

Greater Noida, India

- Coursework: Interaction Design, Visual Communication, UX Research, Typography, Branding, Emerging Media
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CERTIFICATIONS

Introduction to UX/UI Design | IBM | Coursera

Oct 2025

Introduction to Augmented Reality and ARCore | Google | Coursera

Oct 2025

Introduction to C# Programming and Unity | University of Colorado | Coursera

Oct 2025