

# SANOOP MENON

## Product Designer

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## EXPERIENCE

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### Product Design Intern, Microsoft

*Oct 2023 - present*

- Led the design of [Jugalbandi Studio](#), an AI-powered no-code platform.
- Collaborated with 10+ NGOs, agencies & partners to ensure alignment.
- Developed tailored deliverables to meet diverse stakeholder needs.
- Conducted comprehensive research on Conversational AI, analyzing best practices & user behaviour to inform key platform features.
- Microsoft CEO Satya Nadella presented our work at [India Keynote 2024](#).

### Product Design Intern, TCS

*Jan 2023 - Jul 2023*

- Led the incubation of the 'Generative AI for Enterprise' (now [Wisdom Next](#)).
- Facilitated Design Thinking, guiding ideation, prototyping, and testing.
- Collaborated with senior leadership to align project with strategic goals.
- Conducted qualitative research with 15+ participants to inform design.
- Identified opportunities amidst ambiguous & evolving objectives.

### VR Designer, ART Science BLR (Academic Collab)

*Nov 2022 - Dec 2022*

- Designed & programmed a VR Exhibition Experience along with customizable dashboard for an art archival website, enabling 200+ artists to easily personalize their exhibitions.

### Product Designer, Paper Crane (Academic Collab)

*Oct 2022*

- Designed & engineered affordable assistive tech prototypes for people with intellectual disabilities at SIA NGO.

### UX Designer, Indian Sonic Research Org (Academic Collab)

*Mar 2022 - Apr 2022*

- Worked on interface design, circuitry, 3D printing, and programming for Ambisonic microphones, enabling 360° audio capturing at Bramha Microphones.

### User Researcher, Odisha Govt (Academic Collab)

*Nov 2021 - Dec 2021*

- Conducted field research on the Golden Grass Handicraft Industry for Odisha Government's SIDAC Department in collaboration with SELCO Foundation to inform the SANKALP Skill India project.

## EDUCATION

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### M.Des Human Centered Design

Srishti Manipal Institute, Bengaluru

*2021-23*

### B.E Computer Engineering

SIES GST, Mumbai University

*2016-20*

## SKILLS & SOFTWARES

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Wireframing, Mockups, Rapid Prototyping, AR/VR Design, Conversation Design, Game Design, Programming

Contextual Inquiry, Field Study, Ethnography, Personas, Journey Maps, Competitor Analysis, Qualitative & Quantitative Analysis, A/B Testing, Information Architecture, Usability Testing

Figma, Adobe Suite, Blender 3D, Unity, Arduino, Procreate, Notion, Miro

## CERTIFICATIONS

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[AIR 34 CEED 2020 IIT Bombay](#)

[Google UX Design \(Coursera\)](#)

[IDF courses \(multiple\)](#)

[Technical Courses \(multiple\)](#)

## VOLUNTEERING

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### SIES Council Tech Team

- Designed college's app & website with over 2000 users.
- Taught design & coding through game dev.

### National Service Scheme (NSS)

- Organized & participated in various community service events.