Rucmenya **Bessariya**

Associate Product Designer at Tekion │ M.Des from IIT Hyderabad

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WORK EXPERIENCE

Tekion Corp. | Bengaluru

Associate Product Designer | July 2023 - Present

- Redesigned table filters for Tekion's ARC platform, improving visibility of applied filters, their accessibility and reducing scope of error across 65+ ARC tables.
- Additional projects included AI-driven customer profile snapshots, vendor merge, and de-duplication efforts, which enhanced customer management workflows and improved data accuracy.

Product Design Intern | Jan 2023 - June 2023

- Introduced AI-driven customer profile summaries to the Automotive Retail Cloud (ARC), enhancing data accessibility and enabling faster, more intuitive information consumption for users, directly improving decision-making processes across the platform.

Global Partnership on AI | Remote

UX/UI Design Intern | July 2022 - Jan 2023

- Led the development of the "AI Living Lab" platform in collaboration with IIT Hyderabad, fostering responsible AI development and global collaboration.

GE Digital | Hybrid | Bengaluru

UX/UI Design Intern | May 2022 - July 2022

- Conducted field UX research with end-users, ensuring the final solution aligned with both user needs and technical constraints.
- Designed and prototyped high-fidelity screens for the SPEC Borescope project, focusing on AI-driven image comparison for gas turbine health monitoring.

e-Yantra | IIT Bombay

Sr. Project Technical Assistant | Aug. 2016 - Jun. 2021

- Led a team of robotics engineers in developing a bio-inspired underwater robotics platform, adopted by over 700 engineers globally.
- Managed project scoping, resource allocation, and stakeholder communication, ensuring the successful delivery of key research milestones.

PUBLICATIONS

Learn, Build, and Compete: An Aquatic Robot-Fish Challenge – ICETM | 2020

Learning while Competing: 3D Modeling & Design – IEEE (T4E) Conference | 2018

EDUCATION

IIT Hyderabad | CGPA 9.08

Master of Design | 2021 - 2023

- Won two international Design competitions.
- Head placement coordinator for Department of Design, IIT Hyderabad.
- Key Projects: Information Design, Augmented Reality, Typography, and Interaction Design.

GGSIPU, New Delhi | CPI 67.8

B. Tech | 2012 - 2016

- Won outstanding project award 2015 at International Society of Automation, Mumbai
- Rank five at e-Yantra Robotics Competition, IIT Bombay 2015.
- Notable Projects: IoT-based flow control system, gas leakage detection robot.

ACHIEVEMENTS

Second Place | Ideothon by Hiroshima Research Institute, Japan | 2022

Third Place | McMaster UI/UX Designathon, Canada | 2021

SKILLS

Design & Prototyping | Figma, Sketch, Adobe XD, Information Architecture, Visual Design, Interaction Design

Soft Skills | Active Listening, Empathy, Collaboration, Critical Thinking, Flexibility, Storytelling, Wireframing, Prototyping (Low & High Fidelity), Style Guides, Paper & Rapid Prototyping

Research & Testing | User Research, Surveys, Persona Creation, Heuristic Evaluation, Data Analysis, Usability Testing, Competitive Analysis, User Journeys, Experience Mapping