

PRASANTH AKUNDI

PRODUCT DESIGN • SYSTEMS THINKING • CREATIVE TECHNOLOGY

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SUMMARY

Cross-discipline designer and systems thinker who transforms ambiguity into tangible solutions. This methodology has been repeatedly demonstrated across radically different problem spaces: from variable-data publishing and web-to-print automation to enterprise mobile, WiFi planning, and augmented reality. Combines human-centric design philosophy with engineering-minded technical acuity to translate creative visions into functional deliverables.

STRENGTHS

Systems Thinking • Product Design • UI/UX & Interaction Design
Technical Problem Solving • Creative & Emerging Technology • Visual Design

EXPERIENCE

AI Trainer: 2D Design Expert — Handshake AI Fellowship | Mar 2026 – Aug 2026

- Developed and evaluated domain-specific prompts to assess large language model performance in 2D visual design.
- Analyzed model outputs for scientific accuracy, clarity, and depth in specialized design subfields.
- Contributed expert review and feedback to improve AI understanding of complex design workflows.
- Conducted independent research to support prompt development and evaluation.

Creative Director / Product Design Lead — Emvia, Inc. | 2011 – Present

- Designed reusable variable-data templates and template architecture for a fundraising platform supporting thousands of advertisers, variable-length content, automated page composition, and print-production constraints.
- Proposed, designed, and oversaw development of a web-to-print direct-mail solution that streamlined ordering, reliably mapped disordered mailing lists, and automated production-ready handoffs, enabling the client to profitably serve a customer base it previously could not.
- Proactively led R&D into emerging technologies, evaluating their viability for client solutions and potential product offerings.
- Redesigned a desktop-optimized SAP sales workflow for iPad, preserving core functionality while adapting interaction patterns to iOS constraints.

Creative Lead — Signal Forest, LLC | 2017 – 2020

- Refined the UX and user flows of puddleJump, a browser-based WiFi planning application, developing its visual direction from early alpha through a selective-enrollment beta supporting 100 simultaneous users.
- Led development of emOcean, a conceptual AR companion to puddleJump for field technicians, taking it from verbal concept to working prototype while leading product, UI/UX, and technical design, and overseeing implementation.
- Developed a cohesive visual identity across company branding, product design, web presence, and presentation/production assets, integrating the product experience with Signal Forest's broader brand direction.

Graphic Designer — Color Visual Concepts, Inc. | 2007 – 2010

- Designed print and digital materials and supported production and finishing workflows.
- Managed digital signage and touchscreen information kiosks, including device networks, hardware assembly, installations, and on-site maintenance.

Creative Design Manager — Starr Tincup | 2006 – 2007

- Created marketing and visual communications while supporting client-facing creative production.

FLUENCY

Design: Adobe CC (Expert: Photoshop, Illustrator, InDesign, After Effects) • Figma (Strong) • 3D & CAD (Working)

Cloud & Technical: HTML/CSS (Fluent) • XML • JavaScript • ActionScript • Web Infrastructure • Databases

Emerging Tech Experience: AI • ML • Python • 3D Printing • AR/VR

EDUCATION

Bachelor of Fine Arts (Graphic Design) — University of Texas at Arlington | May 2006