

DEVIKA SANTOSH

Experience Designer and Creative Technologist

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EDUCATION

CARNEGIE MELLON UNIVERSITY – Pittsburgh, PA Master of Entertainment Technology	Aug 2024 - May 2026
VELLORE INSTITUTE OF TECHNOLOGY – Chennai, India Bachelor of Technology Computer Science and Engineering, with a specialization in AI and ML	Oct 2020 – May 2024

WORK EXPERIENCE

Head Teaching Assistant - Visual Storytelling and Nonverbal Narratives • Provided feedback and assistance on students’ projects, headed weekly faculty-TA meetings, managed task tracking for other TAs, assisted running the class. • Co-directed the CMU Fall Festival 2025 Livestream.	August - December 2025
AR/VR Intern - Bosch und Siemens Hausgeräte, India • Collaborated with industrial design and UX research teams to visualize product design concepts, (Color-Material-Finish, Lighting and Rendering, and Consumer Pain Points) for household appliances using AR. • Reduced the need for a physical prototype of all variations during the UX customer-testing phase. • Explored VR in industrial design through physics simulations and visualizations of force, drag, etc. • Participated in design thinking workshops, helped conduct surveys for UX research diary studies.	June - July 2023

SELECTED EXPERIENCE

Producer - Mid-Way - a client project for the Heinz History Center (View here) • Led a multidisciplinary team of 6 from concept to playable exhibit prototype in 13 weeks, managing external client and advisor relationships, rebuilding client trust, handling internal team conflicts, leading production planning, budgeting, procurement, and narrative development. • Delivered a minimum viable product with easy potential for expansion for the museum's 2027 exhibit on Western Pennsylvania's amusement park heritage. • Led playtest data collection with family groups and museum visitors, iterated in real-time between sessions based on observed user behaviour, and improved the exhibit based on our data analysis. • Authored client handoff documentation for fabrication, install, and maintenance, including tiered budgets (\$766 feasible / \$1,160 ideal) with sourced vendors, material recommendations for preventive care of high-touch objects, public-safety fixes, playtest-backed design rationale to reproduce, maintain, expand exhibit.	
UI/UX Designer - Little Owl Construction Co. (View here) • Created user personas, journey maps, user flows, wireframes, prototypes (paper, low-fidelity, high-fidelity), and all UI assets for an experience that teaches middle-schoolers about career opportunities in the entertainment technology industry through creating their own animatronic puppet show. • Designed and prototyped interfaces for five interconnected workstations, enabling students to complete collaborative, role-specific workflows. • Also programmed the lighting station frontend to work with a DMX control backend. • Iterated through multiple rounds of playtesting with users and close collaboration with developer. • Built a reusable component library in Figma to improve design consistency and to pass on to future teams. • Marketing and Branding: Designed logo and brand identity for team.	
Narrative/Experience Design and Prop Graphic Fabrication - Titanic the Musical Pre-Show (View here) • Designed a multi-phase pre-show experience for CMU School of Drama's <i>Titanic the Musical</i> , experienced by ~4,000 guests across 9 sold-out performances. • Designed user journeys and audience personas. Ensured space design met accessibility standards. Created multisensory interactions that were inclusive for the enjoyment of guests with disabilities. • Researched and designed emotional backstories for characters by curating props to be packed into their suitcases, writing personalized fictional accounts and audio-narrative voiceover scripts. • 3D printed and soldered old handset receivers housing speakers, and custom object mounts. These interactables ensured no room for error from unpredictable guest behavior. • Graphic design for vintage props. Designed logo, poster, and branding guidelines for the team.	
Concept Artist - Boofinder - an alternate-controller game about ghost matchmaking (View here) • Designing a physical alternative-controller device and set design for a game about interacting with ghosts and setting them up on dates. • Designed various sketches of our custom controller, developed final selected controller into full concept. • Created space mockups based on our narratives using SketchUp and Blender.	
Experience Designer and Programmer - The Curse (View here) • A narrative-driven escape room using an Egyptian tomb set with sensors embedded on the floors and walls, and DMX lighting set up in the space. • Designed the experience in a team of 5. Programmed DMX light controls and sensor responses, and a digital book on the touchscreen kiosk for instructions.	
Thank You For... - a project for the Children’s Museum of Pittsburgh’s Kindness Gallery (View here) • Built a gratitude wall exhibit for the Kindness Gallery around social-emotional learning goals; created concept art, laser-cut fabrication and playtest research.	
Building Virtual Worlds (CMU – Entertainment Technology Center projects) (View here) • The Cat Meow Spa - programmer for a 2-week project, letting players bathe cats at a cat spa using Microsoft’s Adaptive Controllers. Focus on interest curves and affordances. • Deer Stranger, - programmer and producer for a 2-week project, building an intuitive VR escape room for naïve guests and predicting their behaviour in it. • Treasure Falls - programmer for a 1-week rapid round, where two players had to use dance mats as controllers to collect treasures and avoid curses. • Two to Foxtrot - UI programmer, producer, and technical artist for a 2-player asymmetric Xbox controller game, where players could see and move different objects in the world. Focus on increased guest throughput. • As producer, coordinating the artist-sound designer-programmer pipeline flow. Oversaw daily progress staying on track. Organized playtests with target audience and subject matter experts, and retrospectives at the end of each sprint.	

EXTRACURRICULARS

Livestream Director - CMU ETC Fall Festival 2025	December 2025
CMU Spring Carnival Booth - Helped create animatronic flowers for an escape room - won first place	April 2025
Chief Designer – The Scientific Teen – international non-profit STEM magazine	2022 – 2025
Content and Media Department Lead – HackClub VIT Chennai	2022 –2023
Design Head – The Capsule, college magazine, VIT Chennai	2021 –2022

COMMENDATIONS

Pittsburgh Global Game Jam 2026 - Best theming and narrative (View here) Environment art, graphic design for a game inspired by Edgar Allan Poe's The Masque of the Red Death.	
Invitational TMU Thrill Design Competition 2025 - Presented by Universal Creative - experience designer and concept artist, won commendations for artistic illustration and technical communication	
Gradient, Android Club UI Ideathon 2022 - Second place winner (View here)	

SKILLS

3D and real-time	SketchUp, Blender, Maya, Rhino, Grasshopper, KeyShot, Substance Painter, Unity, Unreal Engine
Fabrication and physical computing	laser cutting, 3D printing, rapid prototyping, Fusion360, Arduino, soldering, sensors, DMX lighting, show control systems
Experience design	narrative design, storyboarding, audience research, playtesting, projection mapping, HeavyM, TouchDesigner, MediaPipe, experiential graphic design, motion design
UX & Product	user research, user flows, information architecture, wireframing, prototyping, accessibility, design systems, usability testing, Framer
Design and Adobe	Figma, Procreate, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects
Programming	Python, Java, C#, SQL, Web Development, Three.js, Arduino
Project management	Agile/Scrum, Jira, Perforce, budgeting, client relationships, documentation, Microsoft Office
Other	Content writing, copywriting, illustration

RELEVANT COURSEWORK

Experience Design, Introduction to Physical Fabrication, Learning in Museums, Introduction to 3D Animation, Google - UX Design Professional Certificate, Google - Foundations of Project Management, Kile Ozier’s summer Experience Design masterclass, Advanced UX Strategies for Product Managers, Interactive and Immersive Experiences with Generative AI