

# PRANAV BABU

Multidisciplinary Designer | Experience Design | Interaction Design | Industrial Design  
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## EXPERIENCE

### Product Concept Designer

*Press Eyewear & Oscar de la Renta*  
Feb 2026 – Present

- Develop high-fidelity 3D models and photorealistic renderings of eyewear concepts for external brand collaborations.
- Produce iterative design variations to support early-stage concept development, decision-making, and aesthetic refinement.

### Assistant Product Development Designer

*Robert Marc NYC & Morgenthal Frederics (Luxury Optical Holdings)*  
*Promoted from Intern (Mar 2022)*  
Jul 2022 – Jul 2025

- Led end-to-end design development for luxury eyewear collections, from concept ideation through CAD, prototyping, and production handoff.
- Collaborated with the Creative Director and cross-functional teams to deliver **production-ready frames**, balancing brand identity, manufacturability, and user comfort.
- Produced high-fidelity 3D models, renders, and technical documentation used for internal reviews and factory communication, reducing iteration cycles by ~30%.

### Design Intern

*Reckitt Benckiser*  
Jun 2019 – Aug 2019

- Contributed to the rebranding of a global office environment, translating brand values into spatial and graphic design elements while also developing visual assets used across internal corporate spaces.

## SKILLS

Spatial, Immersive & Experiential Design | Interaction Design (Physical + Digital) | Systems Thinking & Behavioral Design | Speculative & Critical Design Methods | UX / UI Design | Prototyping (Low to High Fidelity) | Product Design & Development | Design for Manufacture | CAD Modeling & Visualization | User Research & Insight Translation

## SOFTWARE & TOOLS

### Advanced / Professional

Rhino 3D, KeyShot, Adobe Creative Suite, Figma / XD, Canva

### Working Knowledge

TouchDesigner, Unreal Engine, Arduino IDE, Blender, P5.js, Solidworks, Gravity Sketch & Tilt Brush (VR)

## EDUCATION

### Royal College of Art (RCA), London

MA, Information Experience Design (*Expected Aug 2026*)

### Savannah College of Art and Design (SCAD)

BFA, Industrial Design | Minor: Production Design (2018-2022)

Magna Cum Laude | Dean's List Honors