



Prajwal Bhaskar

Senior Product Designer

About Me

Product designer focused on 3D and AR experiences. I build systems that scale creative experimentation into production.

My work bridges visual design, product strategy, and technical execution - shaping tools, pipelines, and interactions that power next-generation shopping and brand experiences.

Skills & Tools

Design

Figma · Sketch · Adobe Creative Suite · UI Systems · Prototyping

XR / 3D

Blender · Cinema 4D · Spark AR · Lens Studio · 3D Visualization · AR Experience Design

Web

HTML · CSS · JavaScript · Three.js · Responsive Interfaces

Motion & Video

After Effects · Premiere Pro · Keyshot · 3D Compositing

Other

Design Ops · Creative Direction · Cross-functional Collaboration · Rapid Experimentation

Education

Bachelor of Engineering, Computer Science & Engineering

2018, Vidyavardhaka College of Engineering, Mysore

Experience

Senior Product Designer, Flipkart

Nov 2020 - Present

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Leading 3D & AR design for India's largest e-commerce platform, enabling immersive shopping experiences at scale.

- Launched multi-category 3D & AR visualisation features, increasing shopper engagement by ~25% across key product verticals.
- Scaled 3D asset creation pipelines, enabling rapid model production for 30K+ SKUs/year, reducing asset turnaround time by ~60%.
- Developed and operationalised AR marketing frameworks for platform brand partners
- Partnered with engineering to boost 3D rendering quality and performance, cutting average load times by ~40%.
- Led cross-functional design sprints integrating AR tools into the Flipkart's platform.

Design Lead, Freelance & Collaborations

2020-2022

Shaped visual systems and workflows for global XR communities and early-stage startups.

- Coached creators as part of the Facebook School of Innovation's AR Open Programme, mentoring 100+ participants in AR design workflows.
- Defined the visual language and interaction design for XR Tools, enabling consistent UI/UX patterns across AR/VR applications.
- Developed the brand identity for Reality Tools, a platform for XR startups.

3D & Product Designer, Scapic

Jan 2018 - Nov 2020

Led product design for Scapic's 3D visualization platform, enabling scalable immersive experiences for enterprise and commerce.

- Creation and management of the internal design system for Scapic's product offerings
- Shipped Scapic 3D Viewer, Scapic VR Editor, and Shotmaker (virtual photography).
- Defined visual language and product vision for the Scapic ecosystem.
- Designed and managed 3D workflows for e-commerce, enabling brands like Flipkart, Greenmotion, Wakefit and Greensoul
- Led creative direction for **AR Lens experiences** across Instagram, Facebook, Snapchat.
- Built 3D solutions for enterprise clients including ICICI, RCB, Viacom18, Wipro, Accenture.
- Architected the Royal Enfield 3D E-Commerce Customiser, increasing configuration engagement by ~45% during its first quarter for various accessories

Freelance Designer | Visual, UI/UX

Jan 2017 - Jan 2018

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Designed brand systems and digital experiences for early-stage companies.



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