

# PRABUDDHA VYAS

Design Practitioner & Entrepreneur

## DETAILS

### ADDRESS

Bengaluru & Delhi  
INDIA

### PHONE

+91 96865 68578

### EMAIL

prabuddhavyas@gmail.com

## LINKS

[Portfolio](#)

[Linkedin](#)

[X](#)

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[Aventure](#)

## SKILLS

Empathy

Stakeholder Management

Teamwork

System Design

Service Design

Design Research

Design Consulting Practices

## PROFILE

I leverage hands-on experience, a holistic perspective, and a creative problem-solving approach to drive impact through innovative products, services, and meaningful experiences across diverse sectors. With a robust background in engineering, research, design, and innovation, coupled with my experience as a serial entrepreneur, I excel in enhancing the value of innovation and leading teams to successful execution and delivery.

## EMPLOYMENT HISTORY

MANAGING DIRECTOR, UniKwan Innovations Bangalore  
Pvt Ltd

Jul 2012 — Present

As Managing Director of UniKwan, a leading global design research, UX, and innovation consulting firm with over 30 employees, I spearhead design activities for startups, Fortune 500 companies, and state governments in India.

**Expertise:** User Research, User Experience & Product Design, Service Design, Customer Experience & Innovation Consulting

**Notable Clients:** Nokia, Lionsgate, Aditya Birla Fashion & Retail, Titan, Nagra Kudelski, Dialog, MIT Camera Culture Lab, KPMG, Adobe, McAfee, Philips Healthcare, GE Healthcare, Government of Karnataka, Lightmetrics, Openstream, Atyati, OpenTV & DishTV, National Institute of Design

**Accolades:** Design Intelligence Awards 2021, CES 2016, Clutch 2018-2021

CO-FOUNDER & COO, NFT Mantra Ltd London & New  
Delhi

Jan 2022 — Dec 2022

Co-founded a Web 3 startup in the UK and India. Led the establishment of design, product, and marketing teams. Successfully secured pre-seed funding of \$100K USD, engaged potential partners, and acquired initial customers. Selected for the Founder-boost UK startup accelerator program.

Customer Experience

Experience Design

Problem Solving

Management

Collaboration

User Experience Design (UX)

Innovation

Product Management

Digital Strategy

## LANGUAGES

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English

SENIOR DESIGN ENGINEER, Nokia India Pvt. Bangalore  
Ltd.

Apr 2010 — Apr 2012

Led user experience design for purchase experiences and subscription management of [www.ovi.com](http://www.ovi.com), a Nokia Internet Services store focused on key service areas: Games, Maps, Media, Messaging and Music.

Responsibilities included developing task flows, wire-framing, mock-ups, prototypes, and design specifications.

DESIGN RESEARCHER, Nokia Research Bengaluru &  
Center Beijing

Mar 2009 — Apr 2010

Conducted design research and user experience activities to uncover new service opportunities for Nokia in India, China and emerging markets. Responsibilities included insight generation, ideation and prototyping.

As an inventor at Nokia, my team and I jointly submitted two patents-published applications in the USA & INDIA.

DESIGN INTERN, IBM Indian Research Labs Bangalore

Jan 2008 — Aug 2008

Worked under the guidance of the Senior Faculty of the National Institute of Design, INDIA on a project for IBM Indian Research Labs on Service Design tools and methodologies for technology enterprises.

PROGRAMMER ANALYST, Syntel Limited Mumbai

Nov 2005 — May 2007

Performed business and functional analysis, front-end development, and enhancement activities for Stellent, an enterprise content management system for Moody's Investors Service, USA.

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## EDUCATION

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PGDPD, National Institute of Design Bangalore

Jun 2007 — Jun 2009

Design for Digital Experience

Bachelor of Engineering in Electronics and Indore  
Communication, SGSITS

Jun 2001 — Apr 2005

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## **PATENTS**

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Published Patent

USA

Jan 2013 — Aug 2013

Method, apparatus and computer program product for the generation of motion images

<https://patents.google.com/patent/WO2013113985A1/en>

Published Patent

INDIA

Mar 2010 — Sep 2011

Method and apparatus for providing business services on a mobile device. APPLICATION NUMBER: 829/CHE/2010

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## **OTHER ACTIVITIES & ENGAGEMENTS**

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Design Evangelist

Bengaluru

Mar 2016 — Present

Speaker, Presenter & Moderator at

-IXDA

-Nasscom

-Confederation of Indian Industries

-MSME, Gov. of India

-Tech & Design Conferences globally

Guest Faculty and Juror at the National Institute of Design and Speaker at Design & Management Schools in INDIA.

Design & Innovation Advisory Consultant to the Department of IT & BT, Commerce Industries & Rural Development, Government of Karnataka, INDIA.

Represented INDIAN company delegation to Dusseldorf, NRW, Germany organised by the Federal Ministry for Economic Affairs and Climate Action, Germany.

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## **REFERENCES**

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Available upon request