



Neesha Chockalingam

Experience Designer, Frontend Developer

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Work Experience

Graphic Designer / Taika

OCT 2021 – SEP 2022, SYDNEY

Bolstered the social media presence of adaptogenic coffee company Taika as the main graphic designer. Increased post engagement by a staggering 199% during my first month of content curation. Designed social posts, video animations, and magazine spreads to market their new product line.

Hacker Intern / WildWorks

APR 2020 – OCT 2020, SALT LAKE CITY

Used Node.js to write a proxy server to intercept game traffic and spoof outgoing client messages across Animal Jam Classic, Animal Jam (formerly Play Wild!), and Feral (130 million+ players to-date). Discovered and patched several major vulnerabilities in their security model that players were exploiting to illegitimately gain millions of in-game rewards.

Design Lead / Cal Student Store

JAN 2020 – JUN 2020, BERKELEY

Led a team of designers and photographers across weekly projects for UC Berkeley's official student store. Designed campus-wide banners and graphics for Black History Month and graduation apparel campaigns, reaching over 50,000 Cal students on campus.

UX Design Intern / Bright Machines

JUN 2019 – DEC 2019, SAN FRANCISCO

Recruited as the first design intern for Bright Machines, a robotics startup that raised over \$330 million in series funding. Created user flows, wireframes, and high-fidelity product prototypes for their Brightware platform, a solution for managing automated assembly lines. Designed hundreds of screens in Figma, Photoshop, and Illustrator, and implemented them using JS and HTML/CSS.

XR Lab Intern / Qualcomm Institute at UCSD

JUN 2016 – NOV 2016, SAN DIEGO

Developed a mixed reality application with the Oculus DK2 and Microsoft HoloLens platforms using Unity 3D and ARToolKit. The application helps physicians remotely train technicians to use a vacuum-assisted wound closure device, using the latest advancements in XR technology.

Android Game Developer / Rady Children's Hospital

JUN 2016 – AUG 2016, SAN DIEGO

Digitally designed and developed an Android application, "GoFAR", using Unity3D and C#, to assist children diagnosed with Fetal Alcohol Spectrum Disorders (FASD) improve their motor and cognitive abilities. The application is currently being used in Ukrainian orphanages to treat children with FASD.

Education

Sydney Uni / Design Computing

MAR 2021 – PRESENT, SYDNEY AUS

UC Berkeley / Computer Science

MAY 2018 – JUN 2020, BERKELEY CA

GPA 3.4/4.0

Awarded The Regent's and Chancellor's Scholarship, the most prestigious scholarship offered by UC Berkeley to entering undergraduate students.

Skills

Interaction: User research and personas, user testing, wireframing, prototyping

Design: Low to high fidelity design, storyboarding, animation, 3D design, XR design principles

Tools: Photoshop, Illustrator, Premiere, After Effects, Unity 3D, 3DS Max, ARToolKit, Figma, Rhino

Languages: Python, C#, HTML/CSS, JavaScript