

Sayali Deolasee

Spatial Experience Designer | Creative Technologist | XR & Immersive Design

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ABOUT

Spatial Experience Designer and Creative Technologist with 3+ years of experience building interactive installations, XR experiences, and phygital products. Skilled in Unity, AR/VR frameworks, sensor-driven interaction, projection mapping, and real-time Generative AI integration. NID post-graduate with end-to-end delivery experience from concept and prototyping through on-site calibration and live deployment.

WORK EXPERIENCE

Creative Technologist | George P Johnson Event Marketing Pvt Ltd , Bengaluru

Jul 2026 – Present

- Designed interactive digital and physical experiences for global clients, translating user and brand requirements into interaction flows and prototypes.
- Delivered comprehensive interaction design solutions from conceptualisation to technical development.
- Designed AI experiences, defining interaction patterns across screen-based and spatial touchpoints.
- Created brand strategies to enhance engagement for multiple global clients at GPJ.

Senior Designer — Immersive Experience Design | Matter Motor Works Pvt. Ltd., Pune

Jun 2024 – Dec 2025

- Designed and developed Matter Pods, modular, mobile experiential hubs for brand activations and immersive storytelling, deployed across multiple Indian cities.
- Built and deployed projection mapping experiences for Matter AERA EV brand activations, integrating real-time content and on-site spatial calibration.
- Developed AR solutions for vehicle diagnostics and service workflows using Unity + Vuforia, WebAR, integrating voice commands and object tracking to assist technicians on the shop floor.
- Led explorations integrating sensor-based and gesture-driven interactions into immersive brand environments, prototyping with depth sensors, motion tracking, and Arduino-based hardware.
- Led 3+ end-to-end projects from concept through design, development, on-site testing, calibration, and live deployment.
- Collaborated cross-functionally with engineers, marketing teams, and brand stakeholders to ship 3+ projects end-to-end, from concept to live deployment.

Co-Founder & Designer | Aakriti: Redefining Scrap, Pune

2020 – 2022

- Co-founded Aakriti, a sustainable design venture focused on transforming dry waste scrap into functional, multipurpose products through innovative upcycling.
- Led product development from concept to fabrication, emphasizing zero-waste design principles, material optimization, and hands-on prototyping.

Junior Architect | Architects United, Pune

2021 – 2022

- Contributed to the design and execution of industrial, hospital, and institutional projects, working across multiple stages from spatial planning to on-site implementation.
- Translated design concepts into detailed and buildable outcomes, while ensuring that spatial intent, functionality, and technical requirements were aligned throughout the process.
- Prepared BOQs, material specifications, and working drawings while coordinating with vendors and contractors.

CORE SKILLS & TECHNOLOGIES

- **Immersive & Emerging Tech:** AR/VR/MR, Spatial Computing, Projection Mapping, Interactive Installations, Phygital Experience Design, Real-time Generative AI Integration, TouchDesigner
- **Development & Engines:** Unity (C#), Unreal Engine, Vuforia, AR Foundation, OpenXR, p5.js, TouchDesigner, Arduino IDE, Python, WebAR, Onirix
- **Sensors & Spatial Interaction:** Gesture Detection, Body & Hand Tracking, Depth Sensing, Voice Interaction, Area/Spatial Tracking, Object Recognition
- **AI & Creative Pipelines:** LLM Integration (GPT, Claude, Gemini), Real-time Conversational AI, AI-driven NPC/Character Interactions, Generative 3D & Texture Tools (Stable Diffusion, ComfyUI), Prompt Engineering for Creative Workflows
- **Design & 3D Tools:** Blender, Rhino, SketchUp, MadMapper, Adobe Creative Suite, Figma, AutoCAD
- **Hardware & Fabrication:** Microcontrollers (Arduino), Sensor Integration, CNC, Laser Cutting, Rapid Prototyping

KEY PROJECTS

Conversations Across Realms — Real-time GenAI Installation

Interactive installation enabling live, real-time conversations with characters from fictional universes, powered by LLM integration and voice interaction. Designed the full experience pipeline from concept and AI prompt design to deployment.

AR Diagnostic Tool (Matter, NDA)

AR-based vehicle diagnostic tool assisting technicians via voice commands and real-time object tracking. Built on Unity + Vuforia, with end-to-end UX and interaction design for shop-floor use.

Matter Pods (NDA)

Mobile AR experience using object tracking in Unity + Vuforia to help visitors interact and engage with the Matter EV at experiential marketing activations.

Light on Wheels — Projection Mapping (NDA)

Immersive projection-mapped brand experience for experiential marketing activations. Handled MadMapper scene setup, content design, and on-site spatial calibration.

MathTrix — Sensor-Integrated Educational Game

Electronics-integrated tangible game teaching multiplication tables through physical interaction. Designed Arduino-based hardware-software integration, gameplay logic, and child-friendly tactile interaction design.

EDUCATION

Master of Design — New Media Design | National Institute of Design (NID) | 2022 – 2025

Bachelor of Architecture | Savitribai Phule Pune University | 2015 – 2020

ACHIEVEMENTS & RECOGNITION

- Guest Speaker — TEDx CCOEW, Pune: 'Studio Aakriti: Building Your Own Startup'
- Shortlisted Top 9 across SAARC — NASA HUDCO Trophy, 2019
- Honourable Mention (Top 12) — Archidium StudioUS, 2019
- Published — 'Aakriti: Redefining Scrap', Pensive eMagazine, Women's Day Special Issue, March 2021
- German Language Certification — Level A2, Goethe Institut, Pune