

ABDULLA YOOSUFALI NALAKATH

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Creative Technology & Brand Experience Designer with 8+ years of experience in phygital design, interactive media, and digital twin solutions. Expertise in WebXR experiences, generative design, and experiential marketing for global brands like Samsung and Hyundai. Proven ability to lead interdisciplinary teams and drive immersive, award-winning experiences.

EDUCATION

Master of Science - Design Research

Hochschule Anhalt 2014 - 2015
COOP Design research, Bauhaus Dessau, Germany

Bachelor of Architecture

University of Kerala 2007 - 2012
Department of Architecture, TKMC Kerala, India

SKILLS

3D Modelling

Rhinoceros 3d, Blender 3d, Sketchup

Programming & Frameworks

HTML, CSS, JS, Three.js, P5.js, Processing IDE, Grasshopper 3d

3D Modelling

Rhinoceros 3d, Blender 3d, Sketchup

Real-time Engines

Unity 3d, Enscape

Multimedia & UX

Adobe Photoshop, Illustrator, Premiere, Figma

Other

MS Office

HONOURS & AWARDS

Red Dot Design Award (x3)

Samsung Galaxy Z "The Butterfly Effect", Samsung CES 2018, IFA 2017

POPAI D-A-CH Gold (x2)

Samsung Galaxy "Unfold your world" 2022 Berlin, Frankfurt showcase

IF Award Gold

Samsung IFA 2017

BrandX Gold, Silver, Bronze

Samsung IFA 2017, Rendezvous: Samsung Olympic Pavilion 2024, Hyundai Mobis CES 2018

B E Awards Bronze

Rendezvous: Samsung Olympic Pavilion 2024

Annual Multimedia silver

Samsung IFA 2017

INTERESTS

Creative Coding, Data visualization
Blog: <https://patternseeing.com>

WORK EXPERIENCE

Head of Experiential Design - Phygital

Senior Designer, Designer, Junior designer, Intern

March 2022 - Present

Nov 2015 - Feb 2022

Cheil Germany GmbH, Eschborn

Project & Roles

- Digital Twin Solutions for B2B Brand experiences, 2025
Concept and Creative Technology lead
- Take it Home: A miniature model-based AR product gallery for Samsung
Concept and Creative Technology lead
- Interactive Dollhouse experience for Samsung SmartThings, 2024
Concept and Design lead
- The Rendezvous: Samsung Olympic Pavilion, Paris 2024
Design development lead
- CROSSROADS: Samsung Semiconductor Booth At Electronica, Munich 2024
Design Strategy, Concept and Media design lead
- Samsung City at Consumer Electronic Show 2021,-2017 Las Vegas
Concept and Design development, Generative Modelling
- SAS Curiosity day Virtual Event 2021
Virtual space concept and Design development
- Samsung Galaxy Fold and Flip Immersive shop window 2021, KaDeWe Berlin
Space Concept, storyboarding, Design development, Generative Modelling
- Hyundai MOBIS Experience at Consumer Electronic Show 2019, Las Vegas
Concept and Design development
- OQ Integrated Energy company Innovation hub, Muscat, Oman
Concept and Design Strategy Lead
- Samsung IM and Network Booth at Mobile World Congress 2017, Barcelona
Concept and Design development, Digital fabrication drawing preparations

Other Responsibilities

- Restructured the design development workflow of a 15 member design team by integrating the Enscape real-time engine through a week-long workshop.
- Lead the development of a custom asset library with over 1500+ 3d objects to make the visualisation process faster.
- Continued development of custom grasshopper scripts to incorporate the potential of Generative systems in both design and construction.
- Supporting the Business team with phygital design strategies and interdisciplinary research on Architecture, creative technology and interactive media.
- Working closely with UX design, Creative technology and content production team for the design of virtual event spaces other interactive 3d contents

Computational designer | VSDP, Bangalore

August 2012 - May 2013

Intern Architect | Serie Architects, Mumbai

August 2010 - Feb 2011

Lecturer | College of Architecture Trivandrum. Kerala

July 2013 - March 2014