

Ritwik Deshpande

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I am an interaction designer. I've spent the last nine years designing software, the last seven shipping YouTube on TV. I build what I design, up to on-device loaders that run new concepts inside the production app. I spend my nights and weekends making tools and toys for music.

EXPERIENCE

YouTube	Interaction Designer Aug 2019 – Present
	→ Owned end-to-end UX for YouTube's serialized Shorts format across mobile, web, and TV (shipping Sept 2026). → Redesigned the Shorts player for TV, where YouTube's two biggest growth stories collide; presented to YouTube's CEO (shipping Oct 2026). → Built on-device loaders for YouTube on TV, enabling new features to be designed, tested, and iterated inside the production app rather than static mocks. → Designed the YouTube Studio experience for Shows: the creator-side system for organizing videos into seasons and episodes, launched to all YouTube Partner Program creators in 2026. → Owned the YouTube on TV design system: built and ran it with custom Figma plugin API automations adopted across the Living Room design team. → Shipped a commerce framework for TV: patterns for making purchases on the big screen with a remote.
Google	Interaction Designer Aug 2017 – Jul 2019
	→ Designed AR in Google Search: the I/O 2019 launch that put 3D animals in search results and let you drop life-sized models into your living room. → Designed developer experiences for Google Cloud AI: Cloud Datalab and Cloud ML Engine, first-generation products that evolved into today's Vertex AI.
Freelance	Web Designer + Developer 2016 – 2017
	→ Designed, built, and deployed client websites end to end in HTML, CSS, and JavaScript; ran co-creation workshops and design reviews. → Clients included filmmaker Stefanos Tai, IxDA's Interaction 17 conference (New York), and Technology, Humans And Taste, a NYC creative agency.

INDEPENDENT WORK

Listening Room	A macOS app for reviewing and annotating tracks, designed and built end to end; in daily use in my own music practice.
Music Experiments	A series of iOS prototypes exploring new paradigms of musical interactivity: gestural sequencing, physics-driven instruments, and playable notation.
JUCE Scaffold	An Ableton plugin that hosts web-based instruments: anything drawn or dragged in the browser view plays as MIDI, locked to the session's clock.

EARLIER

Wrote about music and culture for NH7 and Border Movement (India's largest alternative-music platforms); marketed music festivals at Only Much Louder; founded The Rotten Ones, a collective inventing new ways of telling stories on the web.

EDUCATION

School of Visual Arts	MFA, Interaction Design New York, 2017
Fergusson College	BA, English Pune, 2014