



## PROFILE SUMMARY

A human and planet-centered design researcher skilled in uncovering market insights and understanding behavioral patterns. Proficient in service design, storytelling through narrative and strategic design. Focused on sustainability, psychosocial well-being, healthcare, urban design and social impact.

## WORK EXPERIENCE

### SERVICE DESIGN LEAD & CROSS-FUNCTIONAL PROJECT MANAGER

IVPL | 2023 - Present

- Conducted comprehensive research and analysis of existing systems to improve both employee and customer experiences in flagship projects, with a focus on sustainability and efficiency. Anticipated to enhance business efficiency by 15% through reduced delivery timelines, improved internal communication and tracking system.
- Demonstrated cross-functional leadership by liaising with engineers, architects and designers to develop 3D concepts and presentations for interior, exterior, and landscape designs, projecting a revenue generation of \$11M
- Brand positioning and visual identity design. Designed digital and print collaterals.

### SERVICE DESIGN RESEARCHER

STUDIO 5B, DR. REDDY'S | 2022 - 2023

- Stakeholder and customer journey mapping for business development & improving healthcare outcomes
- Conducted comprehensive market research, data analysis & visualization of qualitative & quantitative research and translated it into interactive narratives using storytelling, data mapping, persona building.
- Employed value proposition mapping, DVF analysis, pitch presentations and other service and systems design tools for R&D of healthcare services in Brazil, Russia, India, Australia and U.S.A
- Mapped insights using social listening tools and wrote discussion guides for 50+ patient and HCW interviews.

### GAME DESIGN RESEARCHER

LDA, MICROSOFT RESEARCH | THESIS | MARCH-JULY 2022

- Developed a comprehensive research plan to explore gameplay methodologies for differently-abled individuals.
- Designed, prototyped, and tested gameplay with 20 group sessions involving neurodivergent young adults, special education facilitators, family, psychologists and NGOs.
- Created a card-based game enhancing social-emotional communication between neurodivergent and neurotypical participants, achieving 75% player engagement in tests.
- The game received a special mention on the LDA website; was showcased at the Microsoft Research campus in Bangalore, earning an 8.5/9 grade for the thesis.

## PROFESSIONAL SKILL

Qualitative & Quantitative Research Methodologies • Sustainable Design Practices • Project Management • Service & Systems Design • User Experience Design • Data Analysis and Synthesis • Prototyping and Testing • Human & Planet Centered Design • Design Thinking • Behavioural Research & Insights • Presentation Deck Design • Brand Strategy • Copywriting • Client Relationship Management • Academic Writing • Storytelling • Emotional Design

**Soft Skills:** Creativity • Communication • Collaboration • Problem-Solving • Critical Thinking

## EDUCATION

Srishti Institute of Design, Bengaluru

Bachelor's in Design - Systems & Service Design | 2018-2022

**CGPA - 8.45 | Award of Excellence for Thesis Project**

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Learning For Action (Nov' 2024)

**Climate Science Fellowship**

## PROJECTS : FREELANCE AND ACADEMIC (2018 - PRESENT)

- Conducted R&D to enhance communication for dementia patients, leading to a 20% improvement in caregiver interaction.
- Managed and designed 5 large-scale events for 2,500+ guests, achieving a 98% satisfaction rate.
- Conceptualized services to potentially boost intergenerational engagement and elderly well-being; benefitting over 300+ residents in selected neighbourhoods across Delhi NCR and Bangalore.
- Synthesized research and service models for the urban agriculture systems, suggesting ways for a 55% income boost to empower female farmers and beekeepers & potential of saving over 50M bees in urban Indian cities.