

medha

DESIGN RESEARCHER
SERVICE DESIGNER
MILAN, EU

WORK WITH ME!

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PROJECTS & RESEARCH WORK

Improving Surveillance and Research
Outcomes of Eyehealth
OneSight, EssilorLuxottica, Italy

Designing Innovative and Sustainable
Cooling Solutions
DeLonghi, Italy

Social-Emotional Game Design for
Neurodivergent Users
Microsoft, India

Service Innovations for Dementia Care
Academic Project

Community Engagement and Elderly
Well-Being
Academic Project



EXECUTIVE SUMMARY

I'm Medha, a service and strategic designer from India, driven by curiosity, empathy, and a fascination with how people and systems work. I thrive in design research- observing, listening deeply, and uncovering patterns to inform meaningful solutions.

I value working in collaborative, low-hierarchy teams where I can support others' visions while contributing my own insights. My mission is to create experiences that help people connect and understand each other and their relationship to the planet better.

POSITIONS HELD

SERVICE DESIGN PROJECT MANAGER

IVPL, INDIA | 2023 - 2025

- Designed spatial user experiences and service ecosystems, integrating research insights into 3D concepts for interior, exterior, and landscape environments, contributing to \$11M projected revenue.
- Directed brand positioning and designed visual identity materials for digital and print channels.

DESIGN RESEARCHER

Studio 5B, Dr. Reddy's | 2022 - 2023

- Conducted market research and data visualization, translating insights into journey maps and strategic recommendations.
- Utilized value proposition mapping and service design tools across Brazil, Russia, India, Australia, and USA.

EDUCATION

POLI.DESIGN | POLITECNICO DI MILANO

Master in Strategic Design

- February 2025 - May 2026 (Ongoing)

SRISHTI INSTITUTE OF ART, DESIGN & TECHNOLOGY

Bachelor of Design in Business Systems and Service Design

- July 2018 - May 2022

- Excellence Award for Graduate Thesis

- GPA 8.5

PROFESSIONAL SKILLS

Service Design & Systems Thinking

Design Research (Qualitative & Quantitative)

User Research & Journey Mapping

Service Blueprinting & Ecosystem Mapping

Co-Creation & Workshop Facilitation

Data Analysis & Visualization

Storytelling & Visual Communication

Project & Stakeholder Management

Tools: Miro, Figma, Adobe CC, MS Suite, AI Tools