design strategist

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Krish Raheja

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Education

Politecnico di Milano
M.S. in Product-Service System Design (In Progress)

ArtCenter College of Design
B.S. in Product Design, Minor in Social Innovation

Publications

Raheja, Krish. Accepted (to appear), 2026.
"Protecting Protests from Institutional Repression: A Case
on Infrastructuring Participation Through Agonistic Design."
In Participatory Design Conference 2026, Vol. 2: Exploratory
Papers and Doctoral Colloquium (PDC 2026 Vol. 2),
June 15–19, 2026, Milan, Italy. ACM, New York, NY, USA,
10 pages. https://doi.org/10.1145/3789492.3796422

Experience

Service Design Intern, POLIMI DESIS Lab | Milan (2026)
Designing a portfolio of collaborative services and policies enabling
sustainable food system transitions at the Design for Social innovation
and Sustainability Lab at Politecnico di Milano.
Focus: solidarity networks, public procurement policy, food surplus
redistribution.

Design Researcher, Ycenter | Mumbai (2023)
Working with Ycenter's leadership team to build design & research
strategies for Merck & Co (MSD), a Fortune 500 pharmaceutical
company, across 6 different markets in the Asia Pacific Region.

Design Researcher & Strategist, Meaningful Works | L.A. (2021)
Led primary and secondary research, journey mapping and
CX strategy at a business and innovation consultancy for the following
clients:
Hearing Lab Technology: Used generative research to drive
a powerful shift in the organization from a product-only approach
to a service-focused approach with a new mission: "to help every
human make sense of their hearing health." This taught me how
the innovation of meaning could transform an organization's
service model, brand strategy, and purpose.
Open Sky: Identified insights and opportunities for expanding
service offerings beyond a single credit-building product and improving
the Fintech company's existing customer retention
99 cents store: Conducted field research to assess the difference
in the perception of rebranded concept stores versus the old retail stores

Product Designer, Blue Note Therapeutics | L.A. (2020)
Worked alongside Healthcare Professionals, executives, and patients
to translate clinically proven Mental Health interventions into engaging
digital experiences for a digital therapeutics startup

Intellectual Property Acquisition, Agora | L.A. (2020)
Designed a digital experience aimed at empowering cancer patients
through digital therapeutic tools, as part of a team project at Art Center
that was acquired by the sponsors (Blue Note Therapeutics)

Self Initiated Learning

**Critical Systems Thinking
and Practice** (Enlightened
Enterprise 2024)
Behavioral Economics,
and Neuromarketing (Udemy),
Lean Startup (Udacity),
Advertising (ArtCenter).

Skills

Generative Research,
**Service Design, CX
Strategy, Systemic Design**,
Project Facilitation, Storytelling,
Qualitative Research, Digital
Ethnography, Value Creation,
Decentralized Technologies

Software

Photoshop, **Illustrator**,
Figma, **Keynote**,
Miro, Microsoft Word,
Indesign, Solidworks,

Recognition

Dutch Design Week 2020,
Designmatters ArtCenter
(Inside & Out: Closing the
cancer gap in LGBTQ+
communities),
ArtCenter Provost List,
ArtCenter Merit Scholarship

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Experience (Continued)

Student Consultant, Cedars-Sinai | L.A. (2020)
Co-created a healthcare campaign along with Cedars-Sinai's
advisory board and a team of trans-disciplinary students to
close the cancer gap in the LGBTQIA+ community by ending H.P.V.

Creative Consultant, Freelance | Dubai, India (2022)
Worked with technologists and entrepreneurs to explore the value
of NFTs, Web3, and Decentralized Technologies through the following
projects:
India's perception of NFTs: Worked with Reckless Labs and Soho
House Mumbai to host meetups, workshops, and one-on-one sessions
with various members to understand how they value NFTs
Tokenizing Real Estate: Facilitated a design sprint with the R&D team
at Zebpay and Indian Real Estate experts to explore the value of tokenizing
real estate in Dubai
Luxury Watch Club: Worked closely with developers from Incepthink,
artists, and watch enthusiasts to conceptualize a luxury watch club,
gated by NFTs that enable Peer-to-Peer sourcing of rare
watches and fosters a community of high-net-worth individuals

Design Researcher, Neighbourly | Mumbai (2019)
Planned and conducted generative research with a Behavioral
Psychologist to understand the lifestyle, family dynamics, and motivations
of people living in large apartment complexes in Mumbai for a startup

Strategic Design Intern, qube search | Mumbai (2018)
Identified that the majority of apartment sales in Mumbai happen through
brokers who often aren't formally educated. Developed a "Broker Kit"
that empowered Real Estate agents in Mumbai to sell a client's apartments
more effectively. The success of the project led to the inception of a SAAS
product for communication between Real Estate developers and brokers

Workshop Facilitator, B.N.I. | Mumbai (2018)
Facilitated design thinking workshops for business executives and
leaders, making networking more engaging by addressing new business
problems every week

Product Design Intern, Tejco | Mumbai (2016)
Developed a blue ocean strategy by driving a company focused on selling
medical instruments for hair transplant surgeons towards creating hair
restoration training programs for dermatologists and plastic surgeons.
By training doctors before they began their practice, Tejco was not only able
to acquire customers that did not exist in the market, but also increase retention
and their average basket size.