



Education

ArtCenter College of Design

B.S. in Product Design, Minor in Social Innovation

Government Of Canada

Certificate in Ethical Conduct for Research Involving Humans (TCPS 2: CORE 2022)

Enlightened Enterprise Academy

Deep Dive into Critical Systems Thinking and Practice, a 6 month long project-based online programme with a focus on healthcare (In Progress)

Experience

Design Researcher, Ycenter | Mumbai (2023)

Working with Ycenter's leadership team to build design & research strategies for Merck & Co (MSD) across 6 different markets in the Asia Pacific Region.

Global Talent, Unleash Global Innovation Lab | India (2022)

Joined 1,000 fellow global change-makers at a 10-day innovation lab in Mysore, to come up with innovative solutions for the U.N. Sustainable Development Goals (SDG 3).

Currently developing the solution identified at this lab with a Cognitive and Social Psychologist into a program that combines the principles of narrative therapy and art therapy to offer a unique approach to emotional development for children.

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)

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Self Initiated Learning

Behavioral Economics, and Neuromarketing (Udemy), **Service Design,** (Service Design Days 2020), Lean Startup (Udacity), Advertising (ArtCenter)

Skills

Generative Research, Concept Creation, **Strategy, Systems Design,** Project Facilitation, Storytelling, Qualitative Research, Digital Ethnography, Value Creation, Decentralized Technologies, Blockchain, Prompt Engineering

Software

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

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.