

Career Summary

As a Design Strategist and Innovation Consultant with 12 + years of industry experience, I have led teams and projects on Brand and UX/CX Strategy, Innovation and Service design across various industrial domains and brands globally to create solutions that cater to user and customer needs while achieving business objectives using human-centred design methodologies.

Over the years, my role entailed:

- Leading business stakeholder and customer engagements to understand current and future business needs, identifying opportunities for value creation through products & experiences, create proposals and roadmaps for new initiatives.
- Leading projects and multi-disciplinary teams, and defining scope, plan and success criteria of projects, methodologies and deliverables in line with business objectives, and ensure stakeholder alignment.
- Establishing user and market research requirements for mapping insights, gaps and opportunities. Analysing and translating research findings through ecosystem and value maps, user personas and journeys, service blueprints and develop strategic frameworks for defining design & innovation direction
- Project execution including ideation and co-creation workshops, future visioning and concept creation, prioritisation. Enabling internal stakeholders' feedback and validation with external users to establish feasibility, viability and desirability of a product for its successful adoption and market differentiation.

Education

Master of Design (M.Des)
National Institute of Design, India
2009 - 2012

Bachelor of Design (B.Des)
National Institute of Fashion
Technology, India
2004 - 2008

Skills

Experience Strategy (UX/CX)
User-Centred Design
Design-thinking methodology & Workshops
Design-led Innovation
Service design
Brand & Design Strategy
User & Market Research
Insight & Opportunity mapping

Strategic vision and Roadmap creation
Design Leadership
Project & Team Management
Industrial Design
Adobe Creative Suite
Prototyping
Cross-functional collaboration
Stakeholder & Customer Management

Experience and Projects

Huemen, Harman International
Associate Director- Design Strategy
Sept 2022 - present

- **Established 'Design Research & Strategy' as a practice** within Huemen Design and hired the team in India to deliver the service. This included establishing practice offerings, identifying project opportunities within Harman as well as its clients, advocating the value and impact during pre-sales and projects.
- Led multiple internal **strategic initiatives for Harman** like building a new business venture for a Harman brand, Design-led transformation and a new service line of existing Harman business (DTS) & brands (Arcam) in line with evolving Business needs including.
- **Led pre-sales, executed and mentored team** on multiple projects - Design thinking led Innovation for counterfeit identification for Gemological Institute of America (GIA), Research for Honeywell & Schneider.

Experience and Projects

Designit- a Wipro company

Aug 2019 - May 2022

Principal Strategic Designer

Strategic Design Lead

- Led **UX research and strategy for intranet** employee experience of UK based financial data firm- *Refinitiv, a London Stock Exchange Group company*
- Led a team of UX/UI designers for designing an **e-com platform and AI & ML based insurance data mapping platform** for *Optum, United Health Group*.
- Led project and team on research, business design and brand strategy & design for an Indian medical device manufacturer looking to launch and market globally under the brand JRG healthcare. The **project was awarded prestigious IDA awards 2021**.
- Led a multidisciplinary design team for market and user research, **brand re-design, and envisioning future product concepts** of water purifiers for *Pureit by Hindustan Unilever*, wanting to reposition themselves in the market.
- Led **service design blueprinting** for multiple work streams for Telefonica Germany
- Led several initiatives for Bangalore Designit studio - 'Digital employee onboarding experience', 'DEI program' and Design awards.

Godrej Consumer Products

June 2015 - Aug 2019

Deputy General Manager

Manager

- **Brand strategy, Portfolio architecture and Innovation roadmap** to repositioning Africa's leading hair extension brand 'Darling' having 15 million customers and 25% market share, resulting in **sales growth of 114%** within a quarter of launch.
- Innovation process redesign to establish **environmental sustainability** as a core business priority for GCPL
- Research, value proposition and product **design for innovations** like mosquito repellent, air freshener, and menstrual hygiene products to be marketed in India

Future Retail

Feb 2014 - May 2015
Industrial Designer

- Identified market opportunity for new furniture ranges in India, **designed and developed prototypes** of new furniture ranges with vendors based out of China, Malaysia and India.

Godrej Interio

May 2012 - Jan 2014
Manager - Design

- User research, design and development of industrial furniture range- 'Kreation TV and Study unit'- Modularity and knockdown steel assembly system furniture.
- Other projects included future living concept based on modularity, furniture for Hubble- co-working space, Retail showroom in Dubai, Office workstation

Other Industry Experiences

Krea (Takshaka Interiors)
2011-2012 (7 months)

- Designed and developed a range of 'Kids furniture' including user and market research, defining product value proposition, design conceptualisation and prototyping as a part of Master's program.

Govt. of India
2009, 2011

- Led skill development workshops and Craft documentation initiatives by Govt of India in collab with NIFT and NID for marginalised communities involved in the stone and Bamboo craft in Gujarat, Kerala, Karnataka- India.

Jewellery Industry
2007, 2008

- 4 months internship at Mosh-Summit Jewellery and 2 months at KBS Design, designed and developed multiple jewellery ranges as a part of Undergrad program that were launched in market, published in L'official magazine.

Awards & Publications

- Winner of Lagostudio 2014 design residency in Italy
- Core77 Design Awards 2012: Student Notable in Furniture and Lighting category for 'Bellow Chair'
- Park Elle Decor student award 2013: Cartoy
- Designomics 2013: awarded for Kreation X2, designed for Godrej Interio
- IDA 2021 - JRG Healthcare brand design for Designit
- Indian Architect and Builder magazine (March 2014)
- Architecture Update (November 2013 issue)
- L'official magazine year 2008
- Design Here/Now (Book by Thames and Hudson): 'Bellow Chair'