

09/19-
Present

Sparks Grove - Atlanta, USA
EXPERIENCE & SERVICE DESIGNER

Examples of some of the significant engagements that I was part of include:

Blue Cross Blue Shield Alabama - Conducted market assessment and competitive diagnosis of offerings and trends in Medicare Advantage line of business. Designed and executed primary customer research to segment customers by perceived financial health and financial product knowledge. Used insights gathered from focus groups and in-depth interviews to determine strategic implications and make recommendations about what space is available and how the client could earn ownership in the space.

Edward Jones Investments - Worked closely with the client's CX team to conduct stakeholder interviews and cross-functional virtual workshops to provide a deeper understanding of the client experience. Leveraging our Service Blueprint framework, the team captured the people, processes, content, systems, measurements, and capabilities needed across the end-to-end client journey.

KOCH Industries - Partnered with the Business Transformation Team of an industrial conglomerate to frame the scope and roadmap for their large-scale transformation. We leveraged a human-centered, design thinking methodology and a series of iterative sprints to identify and size the transformation opportunities.

07/18-03/19

Schaeffler Technologies - Herzogenaurach, Germany
INNOVATION MANAGEMENT & NEW BUSINESS FIELDS DEVELOPMENT

- Conducted trends analysis and competitive diagnosis in Automotive line of business. Used insights gathered to formulate iterative sprints and design their transformation journey with a human-centered approach to empower stakeholders to own, co-create, and sustain the change required to support the company's transformation.

09/17-05/18

SCAD PRO Collaborations

MIDTOWN SUSTAINSTS - PROJECT LEAD

- Led a 12 member team of diverse nationality, skills and disciplines. Focused teams on problem objectives and tracked progress to ensure project milestones were completed on time, on budget and with desired results.
- Mitigated the risk factors based on the dynamics of the team. Anticipated and managed change effectively after each phase of the problem solving process.
- Moved between agile and waterfall approaches depending on project specifics, creating detailed project road maps, plans, schedules and work breakdown structures.

STEELCASE + SCAD - UX RESEARCH LEAD

- Framed the research methodologies based on the project brief. Collaborated with the project lead and other members to create a road-map mapping out the time-line for each phase of research.
- Developed key areas of improvement and presented the recommendations to our clients.

LENOVO + SCAD - DESIGN STRATEGIST

- Co-created with the managers, designers, engineers, of Lenovo find solutions that would solve issues related to collaboration and communication.
- Framed hypothesis based on the insights, designed solutions, tested them and presented it to our clients.

100 Miles + SCAD PROJECT MANAGER - CREATIVE THINKING FACILITATOR

- Facilitated Creative Thinking workshop for a bunch of non-designers.
- Shortlisted the tools and methods based on the requirement of the workshop, tested the flow of the workshop with a bunch of SCAD students

06/16-08/16

Reliance Brands - Chennai, India *UX RESEARCHER - FASHION*

- Analyzed the competitive landscape for the Fashion industry, design and executed primary research with about 30 loyalty customers to understand their current and design their future member experience. Created Environment map which outlined member goals, behaviors, needs desires, and expectations in the form of sentiment statements. Based on customer insights and competitive demands, road-map was created. Strategized a plan which captured 20% increase in sales growth by next fiscal year.

03/15-08/15

Tata Consultancy and Services - Chennai, India *WEB DESIGNER*

- Collaborated with developers to design and debug ie8 for CITI CARDS based on client request. Assisted Project Manager in creating agile work sprints plan for each project phase for the CITI CARD workstream. Worked collaboratively with internal and external teams to ensure successful project outcomes.

11/13-02/15

Accendere Knowledge Mgmt Services Chennai, India *RESEARCH INTERN*

- Collaborated with clients to outline project scope and strategic goals.
- Laid out research plans and developed associated materials. Took all the collected data and formulated charts and reports detailing findings.
- Presented the findings to the clients and produced recommendations which were backed by strong statistical figures.

EDUCATION

Savannah College of Art and Design
MFA Design Management (9/16-5/19)
National Institute of Fashion Technology
PG Diploma in Production & Merchandising (5/16-5/16)
SRM University
B.Tech in Computer Science (6/10-4/14)

AWARDS & ACHIEVEMENTS

SCAD Pro - Design Hackathon Finalist
SCAD Honors Graduate Scholarship Recipient
SCAD - Student Ambassador
VP of Finance for Design Research and Strategy club

SOFTWARE

Balsamic, Figma, Sketch, Adobe XD, Adobe Illustrator (Adobe certified), Photoshop, InDesign, Microsoft Office suite, Miro, X-mind.

SKILLS

Specialties

Service Blueprinting, Customer Journey Map, Empathy Maps, Stakeholder & Competitor Analysis, Personas, Workshop Facilitation, Customer Experience, Experience Design, Design Thinking, Customer Strategy, Customer Insights, Client management, Data Analysis & Visualization, Program & Project Management, Strategic Problem Solving, Process Analysis & Improvement, MVP & Service Prototypes.

Research

Qualitative and quantitative research, Trends Forecast & Analysis, Developing questionnaire for primary research.