



PRIANJALI KAPUR

Strategy & Experience Design

I've had the pleasure of working in strategic design and innovation teams at companies like Decathlon, innovation consultancy InProcess for MNCs like L'Oréal and Johnson & Johnson and currently work at Pininfarina.

I thrive in a diverse collaborative environment, working on projects with a purpose, creating meaningful experiences for people, where I can contribute my skills in strategic design, user experience, team leadership and creative problem-solving.

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📍 Turin, Italy

EDUCATION

Product Design Management ISD RUBIKA

2009 - 2011

Graduated with Honors / Mention
Très Bien

Retail & Space Design MIT's Institute of Design

2006 -2009

SKILLS

- User Experience
- Strategic Design
- Concept Development
- Strategic Workshops
- UX Research
- Brand Strategy
- Futures Analysis
- Design Team Coordination
- Project Management
- Teamwork
- Effective Communication
- Critical Thinking

LANGUAGES

- English - Fluent
- Italian - Advanced
- French - Intermediate
- Hindi - Advanced

WORK EXPERIENCE

- **Pininfarina** 2025 - PRESENT | Turin
Design Manager
 - Managing teams and projects in PF's mobility department in strategic design, HMI, nautical and transportation design projects
- **Lead Strategic Designer** 2020 - 2024 | Turin
 - Led teams on projects working with clients in varying sectors from mobility, telecom, consumer goods to start-ups to develop impactful experiences and solutions with strategic value
- **HiNounou Health-tech Start-up** 2018 - 2019 | Shanghai
UX & Design Lead
 - Partnering with AXA, Bayer, HiNounou's health ecosystem facilitates healthy ageing at home. My role involved developing meaningful experiences for seniors and their families, designing holistic wellness services, UX & UI, project management and brand strategy
- **InProcess Agency** 2016 - 2018 | Shanghai
Senior Experience and Innovation Designer
 - With IP's process anchored in ethnographic research and human sciences, created impactful user experiences and solutions for international teams on innovation projects for L'Oréal and Johnson & Johnson in Shanghai, Tokyo, Mumbai & New York
- **XD Design** 2013 - 2016 | Shanghai
Industrial Designer
 - Designed various lifestyle products from conceptualization to manufacturing upto industrialization with engineers and factories
- **Decathlon** 2011 - 2013 | Lille
Innovation Designer at Artengo
 - Assisted in the restructuring of Artengo's offer and strategy around design thinking and human-centred design principles, through user research, trends analysis and brand-level workshops to develop and implement the new strategy and offer
- **Intern at Decathlon Advanced Design** 2011 | Lille
 - Synthesized critical research data on India as a prospective market, into an interactive toolkit of mixed media for Decathlon's brands