



RESEARCH | STRATEGY | EXPERIENCE DESIGN

I believe sensitive and sensible design is key in today's context & strive to create a positive impact through my work.

I've had the pleasure of working with multi-disciplinary teams at companies like at Decathlon, strategy and innovation consultancy InProcess and Italian design house Pininfarina in France, China and Italy.

I absolutely love learning by doing and working collaboratively on diverse projects. Some of my favourites have been - researching attitudes towards sports in India for Decathlon, restructuring a brand's strategy around people-centred design, industrial design of lifestyle products with a circular economy in mind, creating a healthcare ecosystem with a startup to empower senior citizens and designing the user experience of a green energy powered yacht.

Experience

- Jan'20 - Present **Senior Experience and Strategic Designer at Pininfarina**, Freelance, Turin, Italy
Working with clients in diverse sectors from mobility, telecom, consumer goods and start-ups to develop solutions with strategic value through experience design and business design.
- Apr'18 - Nov'19 **UX & Design Lead at startup, HiNounou**, Shanghai, China + Turin, Italy
Partnering with AXA, Bayer, Sodexo & more, HiNounou's IoT & blockchain backed ecosystem facilitates healthy ageing at home. My role involved developing meaningful user experiences for seniors and their families, designing holistic wellness services, app UX & UI, project management, branding and strategy.
- Jul'16 - Mar'18 **Senior Experience & Innovation Designer at InProcess**, Shanghai, China
Worked with InProcess' design thinking methods, ethnographic research and human scientists to create impactful user experiences, solutions and strategies. Collaborated with international teams on innovation projects at L'Oréal and Johnson & Johnson in Shanghai, Tokyo, Mumbai & New York.
- Sep'13 - Jun'16 **Industrial Designer at XD Design**, Shanghai, China
Designed various lifestyle products from home & living products, bags, drinkware to tech products from sketching, conceptualization & 3D through to manufacturing. Followed industrialization details with engineers and factories across China. Worked closely with the photography and marketing teams.
- Nov '11 - Sep'13 **Innovation Designer at Artengo Innovation, Decathlon**, Lille, France
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.
- Mar'11 - Oct '11 **Advanced Design Intern at Decathlon Advanced Design**, Lille, France
Synthesized critical research data on India as a prospective market, into an interactive toolkit of books and mixed media for Decathlon's brands.
- Jun'10 - Jul '10 **Advanced Design Intern at Decathlon Advanced Design**, Pune & Mumbai, India
Conducted field research, market studies and colour & trends studies for research project IN.de. The main subjects of research were India's sports attitudes, cultures and innovation practices. IN.de was created by Decathlon to help their global teams gain insight into India as a developing market.

Education

- 2009 - 2011 Rubika ISD International School of Design, Pune, India [Mention Très Bien/ Distinction]
- 2006 - 2009 MIT's Institute of Design, Pune, India
- 2001 - 2005 ISC High School Certification, Dubai Modern High School, Dubai, UAE

Softwares

Adobe Illustrator, InDesign, Photoshop, Rhino, Keyshot, Sketch, Invision

Skills & Interests

Collaboration, Research & Analysis, Understanding People, Futures Analysis, Creative Workshops, Sketching, Social Impact, Sustainability, Prototyping, Inclusive Design, Systems Thinking.
Working with multi-disciplinary teams, learning and sharing methods, exploring cultures as well as developing new approaches to problem solving.

Languages

English (Native) | French (Fluent) | Hindi (Fluent) | Italian (Conversational)