



STRATEGY | UX | INDUSTRIAL DESIGN

I'm a multi-disciplinary designer in Strategy and UX, striving to create positive impact.

I believe in learning by doing and have had the pleasure of working with multi-faceted teams in France, China and Italy on a variety of subjects ranging from researching attitudes towards sports in India, restructuring a brand's strategy and

offer around user motivations, designing lifestyle products with a circular economy in mind, to analyzing beauty perceptions in Asia and daily stress in the USA to designing the UX, UI and services for a wellness app for senior citizens.

I believe in **sensitive and sensible** design practises, asking the right questions and in always having an understanding of users' motivations at the heart of my process.

Experience

May'19 - Present **Freelance Designer & Researcher**, Turin, Italy

Apr'18 - Apr'19 **UX & Design Lead at startup, HiNounou**, Shanghai, China + Turin, Italy (Jan '19 - April '19)
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 observation, research and trends analysis and large scale group workshops with each department to develop and implement the new strategy and offer. I also worked on conceptualising and prototyping prospective racket and footwear innovation projects.

Mar'11 - Oct '11 **Advanced Design Intern at Decathlon Advanced Design**, Lille, France
Synthesized & visualised critical research data, designed an interactive toolkit of 5 books and mixed media, providing Decathlon's teams and brands with insights into India as a prospective market.

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

Skills & Interests

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

Softwares

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

Languages

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