

## COMPETENCIES

### METHODS

Design research and problem framing  
Research planning  
Data structuring and coding  
Data analysis and synthesis  
Concept generation and prototyping  
Visual storytelling  
Insights generation  
Service blueprinting  
Visual brainstorming / Sketchnoting  
Communication design  
Creative direction

### TOOLS

Pen + paper  
Adobe Suite (Photoshop, InDesign, Illustrator)  
Miro, Mural, Figma  
Microsoft Office Suite  
Digital Photography

### LANGUAGES

English - Bilingual proficiency  
Hindi - Bilingual proficiency  
Marathi - Native

## EDUCATION

IIT Institute of Design, Chicago, IL  
Master of Design | 2015 - 2017

National Institute of Design, Ahmedabad, India  
Bachelor of Graphic Design | 2009 - 2013

## AWARDS

Samsung - USID Design Challenge **2012**  
Finished second place in nationwide mobile application team design challenge.

## CO-CURRICULAR

IIT Interprofessional Projects Program  
Teaching Assistant  
Spring 2016 - New Venture Design

BarnRaise | Marketing Volunteer  
A 2-day student led conference hosted by the IIT Institute of Design, that fostered learning about working in teams to tackle wide scope problems.

Startup Weekend Hyderabad | Volunteer/Organizer  
As the organizer included branding work for events regularly hosted by Startup Weekend and to ensure brand consistency across different events deliverables.

Alpaviram | Graphic Design Volunteer  
Designed a handwritten newsletter for a South-East Asian film festival hosted by NID.

## EXPERIENCE

JUL 2017 - Present

McKinsey & Company Inc., Waltham MA

- Senior Behavioral Designer, Technology & Digital Change, Full-time (JAN 2021- Present)
- Communication Designer, Technology & Digital Change, Full-time (JUL 2017- DEC 2020)

Leverage design thinking and behavioral design skillset to build behavioral and adoption strategies for several digital products and services. Coach cross-functional product teams to better understand user behaviors to build end-to-end user journeys, user personas and build go-to-market and in-market strategies for internal product marketing campaigns. Develop the team's adoption toolkit using behavioral design thinking methods and frameworks. Apply branding and communication design expertise to design and build a variety of touch points and campaign artifacts.

AUG - OCT 2016

Ci3 at University of Chicago, Chicago  
Communication Designer Volunteer

Created a bi-lingual design primer (Hindi & English) and participatory tools to facilitate a design thinking workshop with young adults in Lucknow, India. Tools encouraged innovative thinking around new products and services related to sexual and reproductive health literacy and practice.

JUN - AUG 2016

Memorial Sloan Kettering Cancer Center, New York  
Design Innovation Intern, Full-time

Leveraged communication design skillset to shape research, analysis, and synthesis activities on multidisciplinary intern team.

Developed design-led stimuli to facilitate an in depth understanding of the roles and responsibilities, support networks, and emotional journeys of friend and family caregivers.

Visualized data-rich scenarios to engage diverse stakeholders in empathy building and ideation workshops.

Conceptualized interactive showcase of insights, design principles and concepts to present to hospital leadership including the Directors of Palliative Care, Strategy & Innovation, and Social Work.

FEB - AUG 2014

Ducere Technologies Pvt. Ltd, Hyderabad  
Visual Designer, Full-time

Led brand development for a new wearable tech product Lechal through including branding, print, websites & packaging.

MAY - SEP 2013

ReZonant Design Services, Bangalore  
Visual Design, Intern

Worked with the team at ReZonant to design a holistic on-boarding experience for the employees at Flipkart as part of my diploma project.

JAN - MAR 2013

Campus Diaries, Bangalore  
Graphic Designer, Volunteer

Consulted for the Campus Diaries team to design their print magazine.

APR - JUN 2012

Fractalink Design Studio, Mumbai  
Graphic Design, Intern

Collaborated with the internal design and development team to design mobile applications & websites, publications and conceptualize brands for several clients such as Microsoft, BITS Pillani, KPIT Cummins.