



Jay Prajapati

Design Strategist
Industrial Designer

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STRATEGY SKILLS

Ethnographic Research
Design Thinking
Process Development
Concept Development
Process Facilitation
Team Collaboration

DESIGN SKILLS

Solid Works
Keyshot
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Microsoft Office
AutoCad
3D Studio Max
Rapid Prototyping
Photography

LANGUAGES

English
Hindi
Marwari
Gujarati
German (Elementary Proficiency)

PERSONAL DEVELOPMENT

Lead Facilitator (**S.I.C Workshop**)
Knowledge Manager (**Kamkomani Youth Project**)
Blood Drive Volunteer (**American Red Cross**)
Orientation Assistant (**Summer Swarm, SCAD**)
Research Participant (**SCAD Design Research Club**)

EXPERIENCE

Creative Strategist, Creative, Code and Content, Berlin, DE (2017 - Ongoing)

Analyzing market competitors, developing persona, facilitating customer workshops, creating content, developing brand strategies and digital strategies.

Industrial Designer, Kamkomani Youth Project, Nairobi, KE (2017 - Ongoing)

Designing and Implementing AQUA 33 : Water Container in Nairobi, Kenya to empower communities, create source of income and build trust between locals and NGOs/NPOs.

Workshop Facilitator, City of Savannah, Savannah, US (2017)

Stakeholders Inclusive Collaborative Workshop with the City of Savannah and local businesses to encourage water stewardship, leading to Public-Private-Partnership (P3)

Team Leader - Industrial Design, FOSSIL Group Inc., Savannah, US (2016)

Design team focused on a family of products that catered to User Experience Definition and Product/Service Development for Wearable Technology. (NDA)

Collaboration - Industrial Design, SCAD Fashion Show, Savannah, US (2016)

Fashion Collaboration Project "The Selfmade Self" (Presented at SCAD Fashion Show, 2016)
Designed thumb-print detail to hold garment elements, rapid prototyping and 3D printing.

Design Researcher, BAHCO by SNAP-ON Tools, Savannah, US (2015)

Researching existing customers and conducting a critical analysis of the market competition. Discovering new uses, market trends, innovations, and opportunities within the fields of viticulture, pomology, and landscaping. (NDA)

Interior Designer, IDO Design Solutions, Ahmedabad, IN (2013 - 2014)

Developing project breifs, client collaboration, space planing, developing 2D drawings, finalizing CMF, site management, agency and vendor handling and post project servicing.

Interior Architecture Intern, Somaya and Kalappa Consultants, Mumbai, IN (2010)

Learning from Project lead and senior architect, developing project breifs, space planing, creating 2D and 3D drawings, creating detail drawings and site supervision.

EDUCATION

MA, Design Management (2016 - 2017)

Savannah College of Art and Design (SCAD, Savannah, US)

MA, Industrial Design (2014 - 2016)

Savannah College of Art and Design (SCAD, Savannah, US)

BFA, Interior Architecture (2007 - 2013)

Centre for Environmental Planing and Technology (CEPT University, Ahmedabad, IN)