



Jay Prajapati

UX Researcher and Designer

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STRATEGY SKILLS

Ethnographic Research
Design Thinking
Strategic Design
Storytelling
Scenario Planning
Workshop Design
Team Collaboration
Process Facilitation
Intangible Prototyping

DESIGN SKILLS

Keynote
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Solid Works
Keyshot
Rapid Prototyping

LANGUAGES

English
Hindi
Marwari
Gujarati
German (Elementary Proficiency)

PERSONAL DEVELOPMENT

S.I.C Workshop, US
Lead Facilitator

Kamkomani Youth Project, KE
Community Developer

American Red Cross, US
Blood Drive Volunteer

SCAD Design Research Club, US
Research Participant

SCAD Summer Swarm, US
Orientation Assistant

EXPERIENCE

Creative Strategist // Creative, Code and Content, Berlin, DE
2017 - 2018

Analyze market competitors, developing personas, facilitating customer / client workshops, creating content, developing brand strategies and digital strategies.

Researcher - Industrial Design // Kamkomani Youth Project, Nairobi, KE
2017 - 2019

Designing and implementing AQUA 33 - Water Container in Nairobi, Kenya to empower communities, create a 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

The 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 the 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)

EDUCATION

Design Management // Master of Arts
2016 - 2017

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

Industrial Design // Master of Arts
2014 - 2016

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

Interior Architecture // Bachelor of Fine Arts
2007 - 2013

Centre for Environmental Planning and Technology (CEPT), Ahmedabad, IN