



## Jay Prajapati

Design Researcher and Strategist

W [jayprajapati.com](http://jayprajapati.com)

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E [jyprjpt07@gmail.com](mailto:jyprjpt07@gmail.com)

### INTRODUCTION

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Namaste (Hello),

Design can create meaningful impact.

I love to travel, connect with people, understand various cultures, try new cuisines, and learn different languages. My approach to tread the unknown intrigues me to interact with people as well as being a curious learner.

Being a Design Researcher and Strategist, I had multiple opportunities to travel and work with global organizations throughout India, the USA, Kenya, and Germany. Through contextual ethnographic research approaches, I gain a deeper understanding of a problem and needs of the users. I analyze user behavior by observing and conducting in-person interviews to understand a problem from their perspective and also facilitate co-creation workshops to make them more inclusive in the design process. Collaboration not only challenges my perspective but also helps me to learn and grow from different inputs.

My process of creative problem solving is by implementing design thinking tools and methodologies via contextual research to generate in-depth insights, create frameworks and develop strategies to address a problem effectively as well as meet the business needs. This process also helps me to easily communicate and translate these insights into actionable design directions across multiple teams to achieve both short and long-term goals to cater to all the client requirements. Also, I always strive to extend my knowledge to socially focused organizations to achieve their desired goals and create socially equitable value.

My design career began as an Interior Architect from the Center for Environmental Planning and Technology (CEPT) University, India. After a year of professional experience as an Interior Designer, I attended Savannah College of Art and Design (SCAD) University, where I was awarded the SCAD Honors Scholarship. I graduated with a dual Master of Arts in Industrial Design and Design Management. I was a member of the Design Research Club at SCAD. In collaboration with SCAD, I have worked with companies such as Fossil Group Inc. and Snap-on Tools in a leadership role to facilitate design thinking process, create products and services.

Hereby, I cordially invite you to review my recent work at [www.jayprajapati.com](http://www.jayprajapati.com). I am available at any time, please do not hesitate to contact me. In the meantime, I sincerely appreciate your time to review my work, and I look forward to speaking with you and the team soon.



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### RESEARCH SKILLS

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

### DESIGN SKILLS

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

### LANGUAGES

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English  
Hindi  
Marwari  
Gujarati  
German (Elementary Proficiency)

### EXPERIENCE

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**Senior Design Researcher // 2019 - Present**

**Studio 5b, Dr. Reddy's Laboratories, Mumbai, IN**

Leading multiple user experience-centric projects ranging from digital and physical product design, service design, packaging, and communication design. As a lead researcher, crafted a design thinking micro-site for 25K+ employees of Dr. Reddy's offering easy-to-use tools for effective collaboration with CFTs.

**Creative Strategist // 2017 - 2018**

**C3 Creative Code and Content GmbH, Berlin, DE**

As a Creative Strategist, I was responsible for researching and analyzing market competitors, developing and validating target group profiles, developing persona profiles and user journeys, creating digital strategies, developing brand strategies, preparing, implementing, and following-up through collaborative workshops across multiple teams, users and clients.

**Design Researcher and Industrial Designer // 2017 - 2019**

**Kamkomani Youth Project, Nairobi, KE**

**Design Researcher and Lead Facilitator // 2017**

**City of Savannah, Savannah, US**

**Team Leader - Industrial Design // 2016**

**FOSSIL Group Inc., Savannah, US**

**Collaboration - Industrial Design // 2016**

**SCAD Fashion Show, Savannah, US**

**Design Researcher // 2015**

**BAHCO by SNAP-ON Tools, Savannah, US**

**Interior Designer // 2013 - 2014**

**IDO Design Solutions, Ahmedabad, IN**

**Interior Architecture Intern // 2010**

**Somaya and Kalappa Consultants, Mumbai, IN**



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### AFFILIATIONS

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Volunteer // 2017 - 2019  
Kamkomani Youth Project, KE

Volunteer // 2016 - 2017  
American Red Cross, US

Member // 2015 - 2017  
SCAD Design Research Club, US

### EDUCATION

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Design Management, Master of Arts // 2016 - 2017  
Savannah College of Art and Design (SCAD), Savannah, US  
I learned to collaborate with multiple teams, facilitate design thinking approaches in team leadership roles, managing teams and time frame of various projects at a time. Participated in clubs, competitions and projects.

Industrial Design, Master of Arts // 2014 - 2016  
Savannah College of Art and Design (SCAD), Savannah, US  
I learned technical skills like Solid Works modeling, Keyshot rendering, and rapid prototyping. For design development, I conducted user-tests, collected feedback and reiterated before delivering the final product.

Interior Architecture, Bachelor of Fine Arts // 2007 - 2013  
Centre for Environmental Planning and Technology (CEPT), Ahmedabad, IN  
I learned execution skills like developing project briefs, client collaboration, researching and finalizing CMF, project and site management, managing material vendors and execution agencies. Also technical skills like Auto-CAD drawings, 3D Studio Max renderings, and photography.

### HONORS & AWARDS

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SCAD Fashion Show // 2016

SCAD Honors Scholarship // 2016

SCAD Honors Scholarship // 2014

CEPT Stall Design, Winner // 2012

### PERSONAL DEVELOPMENT

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Community Developer // 2017 - 2019  
Kamkomani Youth Project, KE

Lead Facilitator // 2017  
S.I.C Workshop, US

Blood Drive Volunteer // 2016 - 2017  
American Red Cross, US

Research Participant // 2015 - 2017  
SCAD Design Research Club, US

Orientation Assistant // 2015  
SCAD Summer Swarm, US