



Jay Prajapati

Design Researcher and Strategist

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RESEARCH SKILLS

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

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

Senior Design Researcher // Studio 5b, Dr. Reddy's Laboratories, Mumbai, IN // 2019 - Present

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. (NDA)

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.

Creative Strategist // C3 Creative Code and Content GmbH, Berlin, DE 2017 - 2018

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

Design Researcher - Lead 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.

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