



Jay Prajapati

Design Researcher and Strategist

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INTRODUCTION

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. 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

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)

EXPERIENCE

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

As a Freelance Researcher and Designer, I collaborated with Kamkomani Youth Project to introduce AQUA 33 - a self-filtrating water container in Nairobi. I conducted ethnographic research, in-person interviews, generated insights, developed concepts, rapid prototyping, and testing. I applied design thinking approaches to help develop communities in the region, build trust between locals and NGOs, and create jobs for the locals.

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 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 Designer // 2012 - 2013 Freelance, Ahmedabad, IN

Interior Architecture Intern // 2010 Somaya and Kalappa Consultants, Mumbai, IN



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AFFILIATIONS

Volunteer // 2017 - 2019
Kamkomani Youth Project, KE

Volunteer // 2016 - 2017
American Red Cross, US

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

EDUCATION

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

SCAD Fashion Show // 2016

SCAD Honors Scholarship // 2016

SCAD Honors Scholarship // 2014

CEPT Stall Design, Winner // 2012

PERSONAL DEVELOPMENT

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