



Jay Prajapati

Design Researcher and Strategist

W jayprajapati.com

T +91-98 9880 8026

E jyprjpt07@gmail.com

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)
Spanish (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 Service Designer // IBM, Mumbai, IN
2022 - Present**

Creating and delivering efficient service design eco-systems by implementing systems-thinking approach backed by in-depth user-centric research methodologies for multiple cross-geography projects. (NDA)

Senior Design Researcher // Studio 5b, Dr. Reddy's Laboratories, Mumbai, IN // 2019 - 2022

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**

Analyzing 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)

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