

SAUMYA GHAI

Product Designer

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LinkedIn: [in/saumyaghai/](https://www.linkedin.com/in/saumyaghai/)

As a product designer, I focus on transforming how organizations design their products to manifest their mission, vision, and goals. I care about creating thoughtfully crafted, inclusive, accessible, functional, intuitive and delightful products. I distill people's behavior through quantitative data and qualitative feedback to build evidence-based strategic design solutions that delight users and create a sustainable competitive advantage for the organization in the market. My approach deeply stresses problem reframing and storytelling as I believe the first problem statement is never the actual problem. **You'll always find me asking: 'What matters to the people we are designing for?'**

EXPERIENCE

Design Strategist (Customer Experience)

Wongdoody, Infosys

Internship
May - Sep 2022
New York, US

- Built research workshops to dig deeper into customer onboarding and experience problem areas, and assemble a more robust understanding of **Synopsys'** SaaS and cloud ecosystems
- Conducted multiple research workshops, series of large group conversations, triads, dyads and 1:1 qualitative interviews coupled with quantitative research
- Helped **Amazon** rework their EVP to attract a more diverse set of applicants for their Student Programs globally
- Strategized an affinity campaign that excites students about joining Amazon and 'myth busts' some of the barriers around applying to Amazon
- Researched retail trends globally for **T-Mobile's** omnichannel business to help them build retail strategies to increase engagement.
- Designed toolkits for Sustainability design practices for driving sustainability workshops and strategy sessions.
- Helped **Wongdoody** participate in Jay Chiat Awards with **Alexa** Smart Home Devices (Alexa Pets) by building the strategy deck for the project

Clients & Projects: Amazon Jobs, Synopsys, T-Mobile, Amazon Alexa Pets

Design Strategist (User Experience)

NASA, International Space Station

Integrated Studio
Jan - Jun 2022
New York City, NY

- Designed strategies for International Space Station to transition into different roles post decommissioning in 2030
- Helped NASA relook at a future in low earth orbit with robust public-private partnerships domestically and internationally with entities interested in building thriving space economies
- Designed a B2B networking application for all participating entities to collaborate on LEO development projects and a D2C space tourism application for entities to come together, package their services and monetize it through interested customers
- Led communications between NASA and the SDM teams during the project for better coordination

NASA X Parsons School for Design collaborative project for MS Strategic Design Management. The project was a success, thanks to my peers & Prof. Mark Kroeckel.

Sr. User Experience Designer

Airtel

Nov 2019 - Aug 2021
New Delhi, India

- Led a design team of three for Airtel Xstream (DTH & OTT), a 40M user product
- Conceptualized and created **Wynk Stage**, a live digital concert platform for Wynk Music, a 65M user base
- Worked on Xstream's complex navigation system to create a harmonious ecosystem across platforms (app, responsive website & large screen apps)
- Initiated A/B testing and metric-based design thinking amongst designers in team
- Increased Xstream's revenue by 103% (INR 65M to 189M in 1.5 yrs) and onboarded 3M users on Wynk Stage
- Conducted regular user research and stakeholder interviews to integrate subscription models
- Ran periodic design seminars for non designers to stress the importance of design and how we can build synergy to create more holistic products

Products: Airtel Xstream, Wynk Music, Wynk Studio, Wynk Stage (App, website)

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EXPERIENCE

Designer & Merchandiser

Shaya & CaratLane

Nov 2017 - Nov 2019
Mumbai, India

- Strategized and launched Shaya, a silver online startup for CaratLane
- Managed design, production, and merchandise for Shaya
- Managed international and domestic vendors and productions
- Acquired new public relations and marketing collaborations for the brand
- Organized and launched over 12 successful collection campaigns
- Designed one of the best-selling collections to date (Wildflower)
- Catalogued and concept-directed over 13 collections for Shaya

EDUCATION

MS Strategic Design and Management

Parsons School for Design • New York City, US
2021 - Graduating May 2023

Dean's Merit Scholarship 50%
Student Assistant
GPA 4.0

B.Des Product Design

National Institute for Fashion Technology • Bengaluru, India
2014 - 2018

Literary and Cultural Club Secretary
GPA 3.7

AWARDS

Best Mobile Viral Campaign & Best COVID Adaptation

WYNK Music • Business Wire Nominations 2020 • Singapore

Breakthrough Innovation (Wynk Stage) • Airtel

Oct, 2020 • Gurgaon, India

Townhall 'Product' Winner • Airtel

Aug, 2020 • Gurgaon, India

Wynk Stage - Execution of 25 Live concerts in less than 3 months. Released the Pilot version in less than 2 weeks.

EXPERTISE

Design Skills

Design Strategy, User Centered Experience, Research & Workshops, Persona Identification, Journey Mapping, Empathy Mapping, Information Architecture, Wireframing (Low Fidelity), Prototyping (High Fidelity), User Testing, Inclusive & Accessible Design, User Interface Design, Responsive Design

Tools

Figma, Figjam, Miro, Mural, Jira, Adobe XD, Sketch, Notion, Illustrator, Photoshop, After Effects, Netbase Quid, Stylus

Soft Skills

Self-aware & self-driven, ability to communicate and collaborate with people from all backgrounds, design process facilitator

VOLUNTEER

Mentor for Design Careers (Education)

New York, US

Mentoring international students to get into their dream design schools with scholarships as high as 75%.

UX and Career Mentor on Adplist

New York, US

Helping design aspirants speed their way to new knowledge and network, and get scouted as a talent.

Alankrita Women Empowerment

Jaipur, India

Empowering women in rural India through education and helping them build skill sets to start something of their own.

Peek into my work: www.saumyaghai.com 