

# Dhairya Sathvara

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New York, NY

## Education

Parsons School of Design, NYC  
MS Strategic Design & Management // 2021-23  
GPA: 4.0/4.0, Departmental Honors

Recipient, Dean's Merit Scholarship  
Recipient, James Rozanski Memorial Scholarship  
Awardee, Parsons Student Research Fund Award

Student Assistant: School of Design Strategies  
Research Assistant: School of Design Strategies

NMIMS, Mumbai  
MBA (Tech) // 2012-17

NMIMS, Mumbai  
B.Tech (Civil Engineering) // 2012-17

## Skills

### Design Research

Ethnographic Studies  
Card Sorting  
Contextual inquiry  
Persona Research  
Cultural Probes  
Qualitative Interview  
UX Benchmarking  
Usability Testing  
Survey Design  
Trend Analysis  
Sensemaking

### Design Strategy

Workshop Facilitation  
Prototyping

### Service Design

User Journey Mapping  
Ecosystem Mapping  
Service Blueprint

### Venture Design

Business Modelling  
Social Venture Design

## Tools

Adobe Creative Suite, Microsoft Office Suite,  
Google Suite, Notion, Miro, Mural, Figma, Figjam  
Invision, Coda

## Certifications

IDEOU : From Ideas to Action  
IDEOU : Hello Design Thinking  
IBM : Enterprise Design Practitioner  
IBM : Enterprise Design - Team Essentials AI

## Other Experience

**Finalist:** Rotman Design Challenge, Business Design for Sunlife Canada

**Educator:** Conducted design thinking workshops for 300 participants

**Global Shaper:** Mumbai hub, World Economic Forum

**UNLEASH Innovation Lab, Singapore:** Bronze medal winner, education track

**Curator:** TEDxBandra 2017, 2018

**Volunteer:** INK Conference, SingularityU India Summit and Teach for India

Worked with cross-disciplinary innovation teams to design products, services and ventures. Managed the end-to-end HCD cycle from research to testing and leading creative facilitation. Previously worked in design research, strategic design, service design and product management.

## Experience

Intuit, Mountain View, California Jun - Sep 2022  
Service Design Intern

**Service Design & User Experience:** Enriched employee onboarding experience through service design and research methods, and addressed in-product gaps

**Design Workshop:** Facilitated a service design workshop across Quickbooks Advanced teams and created a service design toolkit for team alignment

Rupeeting, Mumbai Nov 2020 - Jul 2021  
Design Research & Strategist

**Design Research:** Conducted ethnographic research study to understand investment practice of Gen Z and millennial users in India

**Venture Design:** New product development of a mutual fund based fintech platform and developed two financial education brands; created a pitch deck for series A funding round

**Product Management:** Planned the innovation roadmap and built a go-to-market and media strategy for product launch

Chlorophyll Innovation Lab, Mumbai Nov 2017 - Jun 2020  
Brand Innovation Manager

Led a team of six and worked with over 20+ Fortune India 500 brands to create services, products, and ventures and related strategy

**Design Research:** Conducted ethnographic research for several brands across industries including F&B, chemical and consumer goods

**Design Sprints:** Facilitated 150+ hours of design sprints; output included accelerated sales of a product by 40% within six months

**Earned Media:** Raised earned media worth ~\$2 million for a sports management brand & created world's first shareable marathon medal

**Space Design:** Strategized the student experience at Global Indian International School, Singapore, creating 90+ learning outcomes

**Venture Design:** Conceptualized a social venture 'The Plated Project' that raised 550K+ meals and got recognised by Meta as an upcoming small business

Mahindra & Mahindra, Pune Jun 2017 - Oct 2017  
Management Trainee

**Sales Strategy:** Managed key account networks across Maharashtra and built a robust sales pipeline

**Market Strategy:** Planned and executed market strategy for sales of LCV load vehicles for Pune region

Zycus, Mumbai Apr - Sep 2016  
Product Intern

**Research & Ideation:** Conceptualized and built 'Return Note Creation' feature which reduced the total time of supplier to create a return note

**Prototyping:** Enriched the 'Services Procurement Module' and created prototypes for the user flow to streamline the procurement process