



## Jay Prajapati

Design Researcher and Strategist

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### RESEARCH SKILLS

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

### DESIGN SKILLS

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Keynote  
Adobe Design  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere Pro  
Adobe After Effects  
Solid Works  
Keynote  
Rapid Prototyping

### LANGUAGES

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Hindi  
German (Elementary Proficiency)  
Spanish (Elementary Proficiency)  
Gujarati  
Marwari

### PERSONAL DEVELOPMENT

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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

### EXPERIENCE

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Senior Service Designer // 2022 - 2023

IBM, Mumbai, IN

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 // 2019 - 2022

Studio 5b, Dr. Reddy's Laboratories, Mumbai, IN

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 // 2017 - 2019

Kamkomani Youth Project, Nairobi, KE

Leveraging user-centric research and design-thinking tools to design and implement AQUA 33 - Water Container in Nairobi, to empower communities, create a source of income, and build trust between locals and NGOs /NPOs.

Creative Strategist // 2017 - 2018

C3 Creative Code and Content GmbH, Berlin, DE

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

Design Researcher - Lead Facilitator // 2017

City of Savannah, Savannah, US

Stakeholders Inclusive Collaborative Workshop with the City of Savannah and local businesses to encourage water stewardship, leading to Public-Private-Partnership (P3).

### EDUCATION

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Design Management // Master of Arts // 2016 - 2017

Savannah College of Arts and Design (SCAD), Savannah, US

Industrial Design // Master of Arts // 2014 - 2016

Savannah College of Arts and Design (SCAD), Savannah, US

Interior Architecture // Bachelor of Fine Arts // 2007 - 2013

Centre for Environmental Planning and Technology (CEPT), Ahmedabad, IN