

# SNEHA ARVIND

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## DESIGN RESEARCHER & STRATEGIST

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**4 years (industry) + 2 years (graduate research) in complex systems (health, finance, learning, mobility).** Led and contributed to **30+ generative and evaluative projects** reaching **10M+ unique users** (Google, World Bank). Strong **live synthesis, facilitation, and sketchnoting** skills (Intuit, H&R Block, Lancet Citizens' Commission), translating qualitative and quantitative data into decision-ready **frameworks**. **Quant foundations** (Harvard, MIT) applied across industry and graduate research (benchmarking for Asian Paints, survey design, descriptive statistical analysis).

**QUALITATIVE** In-home interviews, shop-alongs, remote studies, expert interviews, in-depth observation, co-design workshops, group conversations, interviewing, analogous research, usability testing

**QUANTITATIVE** Surveys, experiment design, hypothesis testing, descriptive statistical analysis, benchmarking

**STRATEGY** Systems thinking, client and team facilitation, live synthesis, sketchnoting, frameworks, research planning, recruiting, scoping, reporting, presentation, storytelling, foresight

**DESIGN** Data visualization, systems mapping, service blueprinting, UX flows, rapid prototyping, UX design

**DATA SCIENCE** Exploratory data analysis (EDA), feature selection

**TECHNICAL** Python, JavaScript (D3.js), RAWGraphs, Qualtrics, Figma, Adobe CC

**LANGUAGES** English, Hindi, Tamil

## PROFESSIONAL EXPERIENCE

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IDEAGPS – San Francisco, CA

*Ed-tech pre-seed startup, 3-member team: AI-enabled communication skills training platform*

**Research and Design Lead**

07/2024 – Present

- Scope: Shape early-stage product strategy through generative and evaluative research, product storytelling, MVP definition, and end-to-end UX (incl. voice interfaces) grounded in behavioral science and HCI.
- Guide pivot from transactional tool to daily learning system grounded in learning science.
- Led generative research [interviews (n=12), group conversations (n=5), trends research] that surfaced self-consciousness as key barrier, directly informing design of human-AI interactions.
- Facilitated 4-part co-design series with engineering & marketing; shared research findings, prioritized features, and synthesized sessions live and async into a roadmap for social learning features.

VELLA.AI – San Francisco, CA

*Productivity pre-seed startup, 10-member team: AI-enabled email client*

**Research and Product Lead**

03/2025 – 07/2025

- Led customer interviews, log analysis, and prototyping; uncovered that broad targeting diluted value and recommended roadmap pivot to agentic email built around founder workflows.

SUPERDEEP STUDIO – Portland, Oregon

*Consulting: Design strategy and innovation*

**Design Research Graduate Intern**

07/2023 – 08/2023

- Synthesized STEEP trends (social, technological, environmental, economic, political) on emerging energy futures for 34 senior execs, informing 2030 Portland Energy Bill strategy.

PEEPAL DESIGN (A RESIGHT GLOBAL COMPANY) – Bangalore, India

*Consulting: Design strategy and innovation*

**UX Researcher, Key Client: Google Ads**

02/2022 – 07/2022

- Led foundational research with Tier-2/3 and non-English-first advertisers (n=17), identifying ecosystem-level barriers (complex setup vs. Facebook, lack of vernacular tools, and “black box” opacity in automated campaigns).
- Findings informed Google's vernacular ads roadmap, contributing to AI translation/dubbing tools, simplified campaign builder, and UAC placement transparency—features that **drove 45% higher CTR** in regional markets.
- Managed client communications, mentored junior UXR, and owned end-to-end delivery, including stakeholder alignment, synthesis, reporting, and presentation.

**Additional Client Projects**

- Led cross-channel insurance research (n=40+) across Tier 1/2/3 customers; mapped end-to-end journeys for life, health, and motor (purchase, renewal, claim) and found that trust in agents stemmed from accountability gaps in online claims, informing omnichannel service strategy.
- Benchmarked client UX at 82.7% (above industry median on our in-house usability index) through usability study (n=10), identifying discoverability gaps.

ACCIDENTAL ALLY – Palo Alto, CA

*Accessibility Consulting: Career pathways for individuals with cognitive disabilities*

**Research & Design Lead**

10/2020 – 07/2022

- Conducted foundational research (n=5) on how people with cognitive disabilities navigate and create workarounds for inaccessible technology.
- Designed, prototyped, and piloted PDF accessibility curriculum for people with cognitive disabilities; delivered short, visual modules and iterated with 3 participants, who later applied these skills in industry internships at Spotify and Five9.
- Conceptualized and visualized 12-poster series on invisible disabilities contrasting public perception with lived experience at work; campaign drove 2-3x website traffic.

PENSAAR DESIGN (THINKPLACE PARTNER) – Bangalore, India

*Consulting: Design strategy and innovation*

**Design Researcher**

09/2019 – 09/2020

- Conducted ethnographic fieldwork with farmers in rural Telangana (n=12+): in-home interviews, in-depth observation, ecosystem mapping, group discussions, and live visual synthesis; designed and iterated visual research tools in-field to bridge language barriers.
- Ran behavioral experiments and intercept interviews in Tamil with low-income customers in Bangalore and Chennai (n=120+) testing willingness to pay for data privacy; research published by World Bank/CGAP, making business case for privacy in financial services.
- Designed and conducted 360-degree stakeholder research across SME ecosystem (n=37, India + LATAM); surfaced gaps between internal assumptions and SME needs, informing 2021 shift to self-serve model.

**EDUCATION**

HARVARD UNIVERSITY – Cambridge, MA

**Master in Design Engineering**

05/2024

*Data Visualization Projects:*

- Researched Native American quilting culture through archival sources and expert interviews; sourced and cleaned unstructured image data across tribes, identified reliable attributes for analysis, and designed interactive visualization exploring cross-tribal aesthetic relationships in collaboration with data scientist.
- Built D3.js visualization analyzing garment import patterns in the US

NATIONAL INSTITUTE OF DESIGN – Ahmedabad, India

**Bachelor of Design**

01/2019

**CERTIFICATIONS**

**CS50x: Introduction to Computer Science** | HARVARDX

12/2022

**Storytelling for Influence** | IDEO U

11/2021

**Insights for Innovation** | IDEO U

05/2019

**AFFILIATIONS**

Executive Team, Service Design Network Boston Chapter and Harvard Behavioral Insights Student Group