

SNEHA ARVIND

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DESIGN RESEARCHER & STRATEGIST

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

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