

# Sneha Arvind

DESIGN RESEARCHER

## Contact

sneha.arv96@gmail.com

## Skills

### QUALITATIVE RESEARCH

Ethnographic-style fieldwork with cross-cultural, marginalized populations  
1:1 Semi-structured Interviews  
Iterative Prototype Research  
Group Discussions  
Co-design Workshops  
Behavioral Experimentation  
Diary Studies

### TESTING AND EVALUATION

Physical and Digital Prototyping  
Usability Testing  
Accessibility Testing & WCAG Compliance  
Heuristic Evaluation

### DESIGN

Service Blueprinting  
UX Design  
Data Visualization  
Physical Product Design

### DEVELOPMENT (BASIC)

Python  
C  
HTML  
CSS

### FACILITATION AND COMMUNICATION

Workshop Facilitation  
Sketchnoting

## Languages

English, Hindi, Tamil

## Software

Adobe Suite (InDesign, Photoshop, Illustrator, Premiere Pro)  
Figma  
Autodesk AutoCAD  
Rhinoceros 3D  
V-Ray

## Certificates

HARVARD X  
CS50x: Introduction to Computer Science (2022)

## Bio

Sneha is a Design Researcher with a strong focus on participatory methods and inclusive design, impacting marginalized communities in developing nations like India and Indonesia. She has led and contributed to 25+ research projects across sectors such as financial services, healthcare, and technology, conducting 200+ in-depth interviews and numerous co-creation workshops. Her work has guided strategic decisions and design initiatives for major organizations like Google India, World Bank/CGAP, and Mahindra Insurance.

## Education

### Master in Design Engineering, Harvard University

AUGUST 2022 — MAY 2024 | CAMBRIDGE, MA

FOCUS: INCLUSIVE DESIGN

- **Thesis:** Carenatal: A community-oriented digital platform promoting bodily autonomy and agency for pregnant women in middle-India.
- **Relevant coursework:** Design, Technology and Social Impact; Science of Behavior Change; Introduction to Generative AI; Design for Social Innovation; Negotiation and Dispute Resolution; Service Management Operations.
- Finalist, Seed for Change Competition, a competitive pan-Harvard competition offering \$30,000, to “bold, creative ideas that have the potential for widespread impact in India.”
- Leadership Committee, Behavioral Insights Student Group (BISG).

### Cross-registered Graduate Student, Massachusetts Institute of Technology

AUGUST 2022 — MAY 2024 | CAMBRIDGE, MA

- **Relevant coursework:** Behavioral Science, AI and Urban Mobility; Cognitive Augmentation.

### Bachelor of Industrial Design, National Institute of Design

JUNE 2014 — JANUARY 2019 | AHMEDABAD, INDIA

- Graduated atop Furniture and Interior Design cohort (Industrial Design faculty).
- Ranked #1 out of 18 students in Year 2; exclusively chosen to apply to the prestigious Rhode Island School of Design for a Study Abroad Program and prioritized as a top candidate for additional schools.

### Study Abroad Program in Spatial and Service Design, Willem De Kooning Academy

JANUARY 2017 — JUNE 2017 | ROTTERDAM, NETHERLANDS

## Experience

### Service Designer, SuperDeep Studio

JULY 2023 — AUGUST 2023 | PORTLAND, OREGON

Design Strategy and Innovation consultancy

- Collaboratively designed a 4-part strategic foresight workshop for a Fortune 1000 utility company, aligning with the 2030 Portland Energy Bill; guided decision-making for 34 middle to senior executives through frameworks and insights mapped across social, economic, political, and technological shifts in Energy.

### Senior User Experience Researcher, Peepal Design (a ReSight Global company)

FEBRUARY 2022 — JULY 2022 | BANGALORE, INDIA

UX Design and Research consultancy

- Crafted strategic, evidence-based insights for new products and services through generative and usability studies involving ~80 participants for Google India, Asian Paints, and Mahindra Insurance Brokers, leading small-sized teams independently.
- Spearheaded client communication across projects, managed all research stages—from planning and recruitment to execution and analysis—and effectively communicated insights to senior leadership, enhancing client relationships.

### Design and Research Lead, Accidental Ally

OCTOBER 2020 — JULY 2022 | PALO ALTO, CA

Startup training, mentoring, and sponsoring young individuals with disabilities

- Doubled website traffic and tripled social media engagement by single-handedly designing, developing, and launching 3 open-source toolkits that kickstarted accessibility learning for product teams, strengthening brand trust.

- Co-founded the company's inaugural internship program; screened ~7 interns, and successfully onboarded 2; offered individualized mentorship and enhanced team diversity.
- Played an instrumental role in securing summer employment at Five9 and Spotify for 3 young individuals with cognitive disabilities by teaching marketable accessibility skills; independently developed a comprehensive curriculum and designed an inclusive digital learning experience.
- Enabled ~3 new professional partnerships and helped build the company's thought leadership by directing foundational generative research studies to identify accessibility needs across varied disability groups.
- Single-handedly led the design of an inclusive brand identity as the first hire; designed and built an accessible website in collaboration with the founder and engineers with disabilities.

### **Design Researcher, Pensaar Design (a ThinkPlace partner)**

SEPTEMBER 2019 — SEPTEMBER 2020 | BANGALORE, INDIA  
Design Strategy and Innovation consultancy

- Independently conducted and analyzed behavioral experiments with a 100+ migrant workers using both quantitative and qualitative methods to assess data privacy concerns and behavioral impact; project commissioned and published by World Bank/CGAP, contributing to business and policy cases for data privacy.
- Designed, conducted, and analyzed organizational culture research for Myntra, India's largest fashion e-commerce platform; equipped product team with customer-centric tools and mindsets through workshops; 80% of PMs signed up to do foundational customer research and created leading metrics to measure customer experience.
- Educated 600+ diverse learners (aged 20 - 60 years) on design approaches, advanced design research methods, visual thinking, foresight, and strategy through 8 workshops and courses collaboratively designed and executed.
- Collaboratively carried out 20+ end-to-end research projects in the first year, often managing multiple simultaneous projects across diverse industries (agriculture, international development, learning, financial services), demonstrating comfort working in a fast-moving organization.

## **Awards and Achievements**

- Selected amongst an 18-member cohort to present Systems Design project at the International Conference on Design for Social Development 2019.
- Second Place, Accessories Category, Park Elle Decor Student Contest 2017, a competitive nationwide student contest promoting young designers; press features in Elle Decor India and Architecture Update.
- Showcased award-winning product at India Design ID 2017, India's most definitive luxury design week.

## **Activities**

### **Science Communication: Sketchnoter and Visual Facilitator**

OCTOBER 2020 — JULY 2022 | MUSCAT, OMAN

- Freelance clients include the Max Planck Institute for the History of Science, Australian Department of Foreign Affairs (Expo 2020 Dubai), Lancet Citizens' Commission, International Aids Vaccine Initiative, University of Bristol, and Science Gallery Bangalore.

### **Co-founder and Video Producer, Microwave it like Madhu**

OCTOBER 2020 — JULY 2022

Youtube channel focused on flipping Indian misconceptions about microwave cooking

- Directed a 5-member content and production team on a \$300 monthly budget to produce 2 YouTube videos per month demonstrating microwave recipes, tips, and explainers.
- Produced 25+ videos, ~10 minutes per video, and amassing 80,000+ views.