

Janvi Ghatalia

Helping organizations make clearer decisions by identifying what matters most, why, and what to do next.

Brooklyn, NY | janvipghatalia@gmail.com | [Linkedin](#)

User Research & Strategy Lead with 8+ years turning qualitative and quantitative research into product strategy, service design, and executive-level decisions. I run engagements end to end across complex, multi-stakeholder systems: designing the research and its operations, leading journey mapping and service blueprinting, facilitating workshops that align executives, and translating behavioral evidence into product requirements, prioritized roadmaps, and the visual storytelling that moves teams from ambiguity to aligned action.

WORK EXPERIENCE:

Lead Research, Strategy and Design Consultant | DC Design (2021 - Present)

Research, strategy, and design consultancy serving nonprofits, foundations, and government clients across healthcare, education, criminal justice, and economic mobility.

- Led 15 research and strategy projects, guiding cross-functional teams of 4 to 15 through engagements lasting 2 to 9 months and valued at \$40K-\$350K.
- Oversaw, systematized, and optimized research operations, including participant outreach, qualification, onboarding, and offboarding, for engagements with 600+ research participants, reducing operational time by 35%.
- Designed and facilitated 25+ design thinking and strategy workshops for groups of 6 to 50, spanning executive alignment sessions and community co-design.
- Translated research insights into strategic artifacts that helped leadership make more confident decisions (5-yr strategic plans, insights reports, journey maps, ecosystem maps, service blueprints, storytelling guides)

01. MKE BOSS (0-to-1 product, financial access):

- Led product strategy and UX design for a 0-to-1 service discovery and CRM platform in partnership with JPMorgan Chase and 3 CDFIs, generating 110+ client leads at launch with 100% lead placement accuracy.
- Directed discovery interviews, concept testing, and usability testing; translated findings into tested prototypes and the product requirements that defined the build, then managed QA with the development team through launch.
- Research-validated progress sustained five consecutive phase renewals over four years, growing the partnership from a \$90K discovery engagement into a \$500K+ multi-phase build, launch, and sustainability program.

02. Cradle Cincinnati (research, strategy, program evaluation):

- Led 2 years of mixed-methods research and program evaluation with 250+ mothers, caregivers, and healthcare providers.
- Synthesized findings into the 5-year strategic plan Cradle launched publicly in 2023 and still operates on, redirecting resources to community-validated priorities; county infant mortality reached a 25-year low during the engagement.
- Built program logic models and a monitoring and evaluation framework the client team now runs independently; 80% of staff reported clearer connection between their programs and intended outcomes.
- Engagement expanded 3x in scope (research → strategic planning → evaluation) across two years, closing at 100% client satisfaction.

03. For The People (cross-stakeholder research, service design):

- Led discovery research with 66+ prosecutors, defense attorneys, and formerly incarcerated individuals to improve adoption and retention of their legal program.
- Translated findings into a 3-phase service blueprint, dual journey maps, and messaging frameworks now used across 60+ jurisdictions supporting 1,000+ resentencing cases.
- Codified an undocumented program into internal guides and training, moving institutional knowledge out of one leader's head and reducing operational dependence on the executive director.

04. Sí Se Puede Collective (multi-stakeholder research, workshop design, strategic planning):

- Led a 9-month strategic planning engagement for a five-organization, \$40M nonprofit coalition, translating input from 200+ residents and stakeholders into a 5-year strategic plan adopted by all five organizations.
- Designed and facilitated the executive alignment process that resolved five competing agendas into 3 shared pillars, 12 strategies, and a phased implementation roadmap with defined lane leadership.

05. Perinatal Health Equity Initiative (community research, program growth)

- Designing and leading community research for a New Jersey maternal health program: built recruitment, focus group, survey, and intercept protocols from the ground up, engaging 35+ participants through focus groups, street and site intercepts, and a fielded community survey.

Product Designer & Researcher | Memesys Culture Lab (2018 - 2019)

- Led user research, prototyping, and iterative playtesting with 300+ users for SHASN, winner of the IndieCade Europe 2019 Social Impact Award, contributing to a \$339K crowdfunding raise (4,000+ backers) and distribution across 70+ countries.

EDUCATION:

- **MFA, Design for Social Innovation** | School of Visual Arts, New York City
- **BDes, Industrial Product Design** | MIT Institute of Design, Pune, India

SKILLS & TOOLS:

- **Qualitative Research:** In-depth interviews, focus groups, contextual inquiry, diary and video-diary studies, intercepts, field observation, thematic synthesis
- **Quantitative Research:** Survey design and fielding, survey validation, usability and concept testing, program evaluation, monitoring and evaluation frameworks, logic models
- **Strategy & Design:** Product and experience strategy, 0-to-1 UX design, journey mapping, service blueprinting, systems thinking, wireframing and prototyping, theory of change
- **Facilitation and Leadership:** Executive workshop facilitation, stakeholder alignment, cross-functional collaboration, research operations, executive storytelling
- **Tools:** FigJam, Miro/Mural, Dovetail, Qualtrics, Airtable, SurveyMonkey, AI-assisted research and synthesis workflows