

# Janvi Ghatalia

DESIGN RESEARCHER & STRATEGIST

## PORTFOLIO

janvighatalia.com

## CONTACT

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## SKILLS

### Research Methods

User Research, Interviewing, Focus Groups, Data Synthesis, Data Visualization, Usability Studies, Contextual Inquiry, Surveys, Ethnographic Study, Cultural Probes, Prototyping, Wireframe Testing

### Strategy & Design

Human-Centered Design, Multi-Stakeholder mapping, Co-creation, Design Thinking Consultation, Journey Mapping, Workshop Facilitation, Monitoring & Evaluation, Game Design, Curriculum Design

### Softwares

Adobe Creative Suite, Tableau, Miro, Mural, Figma  
Microsoft Office, Autodesk Fusion 360, Keyshot

## EDUCATION

### Masters in Design for Social Innovation

School of Visual Arts

New York, USA  
2019 - May 2021

### Bachelors in Industrial Product Design

MIT Institute of Design

Pune, India  
2014 - May 2018

## TEACHING

### Rise Global Scholarship Program

Designed and facilitated a 'Fundamentals of Design thinking for Social Change' course for 100 15-17 year old scholarship winners aimed at exploring the importance of self-reflection, identity & power and using design thinking practices to create a positive impact on their communities.

## AWARDS

### School of Visual Arts Alumni Scholarship 2021

Selected as one of 200 applications to aid Masters Thesis project on disability representation in cinema based on merit and invention.

I'm a design research expert with 5 years of experience in clearly identifying user needs and applying insights to the design of programs, services and business strategies. My recent work has focused on healthcare, education, economic justice, food justice, and disability.

## WORK EXPERIENCE

### Strategy and Design Consultant, DC Design Ltd.

Aug 2021 - Present, New York City

#### Cradle Cincinnati:

- Leading qualitative research through interviews, in-person focus groups, and surveys with organizations working toward eliminating Black infant mortality in Cincinnati, Black mothers who have experienced loss, medical providers and community health workers to identify gaps and areas of opportunities to reduce infant loss and create a 5-year strategic plan for Cradle Cincinnati.

#### Milwaukee Small Business Continuum of Capital:

- Led strategic planning and qualitative research processes with Milwaukee based financial institutions and entrepreneurs of color to map out the small business ecosystem, and identify existing services and entrepreneurs' business needs.
- Created low to medium fidelity prototypes of a digital platform that helps entrepreneurs get matched with the appropriate service provider, get access to financial, technical and educational resources to operate and scale their companies.
- Managed stakeholder relationships and facilitated convenings to help them align on a common goal.

#### Association of American Medical Colleges:

- Recruited and conducted generative research with 100 Black, American Indian and Alaska Native students from middle school upto medical residency; created journey maps of their positive and negative experiences along their medical pathway.
- Identified systemic gaps that have made pursuing a career in medicine less equitable and attainable.
- Designed a visual report that explains insights along with recommended opportunity areas for AAMC to design services and programs.

### Design Researcher & Associate Producer, Artists' Literacies Institute

June 2020 - Sept 2021, New York City

#### United Nations 75:

- Led qualitative data coding and analysis of multiple conversations held for the United Nations global initiative called UN75 about reimagining the world post Covid-19.
- Developed a report with identified themes and patterns and actionable recommendations of what global audiences want the UN to prioritize.

#### Artists' Grief Deck:

- Led strategy and ideation sessions with grief workers and artist organizations to develop a shared vision of a toolkit that helps people process grief and loss while being in isolation during the pandemic.
- Developed and executed the launch of a card deck that includes artwork, rituals, meditations and tools for understanding loss and moving through it.
- Raised \$21,645 on a crowdfunding platform, and is now available for purchase.

### Product Designer, Memesys Culture Lab

Jan 2018 - June 2019, Mumbai, India

- Designed a strategy board game called 'Shasn' to engage youth in dialogue about politics, power and ethics.
- Worked in tandem with the visual design, manufacturing and marketing team to convert playtest feedback into low-high fidelity prototypes.
- Raised \$339,000 on a crowdfunding platform and is now available for purchase.