

Juhi Singh- *design researcher interested in applying design research methods, collaborative design practices and visual sense making skills to contribute meaningful value to people and organizations. A masters level graduate in design thinking and leadership, passionate about design as a cross-disciplinary process putting people first for identifying root problems and facilitating meaningful solutions to complex issues.*

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Experience

User Experience Researcher- PIF World (pifworld.com)

Conducted user experience research for their crowd sourcing platform, including competitive analysis, heuristic evaluation, identification of user needs and goals, task and workflow modeling.

August 2014 to present Amsterdam, Netherlands

Design Researcher- Service Science Factory

Crafted communication strategies to re-position a masters program in MRI Applications at Maastricht University to prospective customers. Conducted market research and competitive analysis by developing stakeholder maps and personas.

April - July 2014 Maastricht, Netherlands

User Experience Researcher, Product Lifecycle Experience - Siemens Healthcare (Srishti Labs)

Conducted analysis of the landscape of ultrasound devices in semi-rural Indian markets. Identified challenges faced by doctors, medical staff and administrators of medical centers to highlight opportunity areas for Siemens.

May 2012 to May 2013 Bangalore, India

Project Manager, Mobile User Research - Intel UXE Group (Srishti Labs)

Managed and conducted research to understand the emerging trends in the mobile/tablets industry. Proposed an appropriate platform (software solution for Intel) for this market by translating insights from experience implications, successes and pain-points of technologies already deployed in the market into opportunities.

May 2012 to May 2013 Bangalore, India

Senior Insights and Realization Executive- TMRC Impact

Moderated user interviews and conducted visual design research. Integrated data from interviews and visuals to design concepts for branding and advertising strategies. Trained in ZMET (Zaltman Metaphor Elicitation Technique) and Insight Transfer Process.

Nov 2011 - March 2012 Shanghai, China and Delhi, India

Project Manager, Ultrasound Usability Testing - GE Healthcare (CKS Consulting)

Conducted usability testing for five ultrasound devices for their interface and product attributes, with sonographers of varied skills in Dhaka, Bangladesh. Analyzed data aided in the creation of performance and software requirements for new ultrasound market of ~17million.

Aug - Nov 2011 Delhi, India

Project Manager, Interactive Voice Response System Testing - BBC (CKS Consulting)

Conducted usability testing for an IVRS for frontline healthworkers focusing on shaping demand and practices to improve family health in Bihar, India.

Aug - Nov 2011 Delhi, India

Design Research Intern, Bill and Melinda Gates Foundation (Quicksand Studio)

Conducted research to understand the existing sanitation systems from the perspective of multiple stakeholders.

June - Aug 2010 Delhi, India

Design Research Intern, Quicksand Studio

Conducted research to understand the current level of awareness of Right to Information Act in India.

June - Aug 2010 Delhi, India

Graphic Designer, Reebok India

Designed and developed merchandising concepts for verticals that included Performance, Lifestyle, Women and Kids, for retail stores across India. Developed and communicated day to day visual tools for all initiatives to store staff.

July 2007 - Aug 2009 Delhi, India

Education

Masters of Design Thinking and Leadership,
Indiana University
2009-2011

Advertising Management and Public Relations (Certificate)
MICA Ahmedabad, India
2007-2008

Bachelor of Multimedia
Apeejay Institute of Design,
Delhi, India
2002-2006

Skills

Core
Design Research
UX/Usability Research
Creative Problem Solving

Management
Client Management
Vendor Management

Software
Adobe Photoshop, Illustrator,
InDesign
Microsoft Word, Power Point

Graphic Design Intern, Riverbank Studios

Designed and developed merchandising concepts for verticals that included Performance, Lifestyle, Women and Kids, for retail stores across India. Developed and communicated day to day visual tools for all initiatives to store staff.

July 2006 - April 2007 Delhi, India

Projects

MFA Thesis: Unintended Consequences of Innovations

Designed a visual tool by conducting collaborative action research with a product innovation company, enabling their working teams to identify patterns in a complex social system.

August 2010 - June 2011 Indianapolis, IN

Grocery Shopping Experience Design

Conceptualized modeling of the user experience and the information architecture design, applied ethnographic investigation and contextual design for interactive systems, ensured usability of the interactive application, through a case study on grocery shopping experience.

Jan 2010 - May 2010 Indianapolis, IN

Hawthorne Community Center Experience Design

Conducted design research to improve the experience of the working families group within the center. Focused on understanding how the center empowers the social and intellectual skills of children in different age groups.

Aug 2009 - May 2010 Indianapolis, IN

Sustainable Power Community Awareness Initiative

Addressed sustainability as an environmental issue, by utilizing design thinking and design leadership as a generative process for solving complex problems.

Aug 2009 - May 2010 Indianapolis, IN