

khyati seth

DESIGN RESEARCHER | STRATEGIST | INDUSTRIAL DESIGNER

Portfolio: www.khyatiseth.com

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+91- 9594622125



HELLO!

I'm a Design practitioner & am passionate to bring about change for good using design. I learn about everyday lives of people, diverse cultures & varied emotions. This helps me strategically design for their needs.

4.5+ years of experience in fields of human centred design, research, retail and strategy. I've had key engagements in diverse industries such as education, healthcare, business, branding, childcare, transportation, government, publishing, fashion, manufacturing, etc.

I love to implement an empathy-driven approach to understand consumers/user needs by looking at the world through the lens of an end user in order to understand their motivations & challenges.

WORK EXPERIENCE

● Zee 5

UX Researcher Aug 2020 - Now

User research and testing through primary research methods held remotely due to the Pandemic

- Qualitative data synthesis, identifying pain-points, opportunity areas through actionable insights
- Workshops to on-board all stake holders and departments involved to come up with optimum wire frames, color palettes, etc
- Devices like Android, Ios phones, TV's and Web testing

● Open Window University, Zambia

Strate School of Design, Bangalore | **Visiting Faculty** Jan 2020 - Now

Conducting workshops for Clients such a Google@Sodexo at design schools to find creative solutions to employee food experience & health + wellness.

Drive an entrepreneurship led approach in building and executing design led activities from scratch to better standards of living in Zambia for all.

- Mentoring and Inspiring young designers to work on design processes as per industry requirements for tangible deliverables
- Teaching design strategies and helping develop concepts through team work and collaboration with creatives and non creatives alike

EDUCATION

2017

Masters Level Certification in Entrepreneurship through Design, from Domus Academy, Milano

2010 - 2015

Bachelors in Retail & Exhibition Design, MIT Institute of Design, Pune

2008 - 2010

Arts at Mithibai College

SKILLS

- User Interviews
- User Testing
- Competitive analysis
- Story telling through empathy maps, journey maps, persona maps, etc
- Secondary Research
- Synthesis and evangelizing findings into actionable insights
- Conducting Workshops
- Retail strategy
- Spatial planning
- Industrial Design

TOOLS

- Business Model Canvas
- Value Proposition map
- Research Guide
- Illustrator
- InDesign
- Photoshop
- 3D Max
- Google Sketch Up
- Miro

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WORK EXPERIENCE

● *Price Waterhouse Coopers*

Design Researcher Dec 2017 - Oct 2019

- User research through primary research methods like contextual user interviews, mystery shopping, shadowing, etc.
- Qualitative data synthesis, identifying pain-points, opportunity areas through actionable insights
- Documentation and representation tools such as Persona's, Journey Maps, User stories, Empathy Maps
- Developing Research tools for conducting research

● *Studio Kaeth*

Design Strategist Sep 2016 - Nov 2017

- Brand conceptualisation and retail strategy
- Spatial Design, Planning, Product Development, etc along with the key stake holders to deliver client and business deliverables.
- Vendor scoping, prototyping, visual design

● *ZSP Design Consultants*

Retail Designer Sep 2014 - Sep 2016

- User driven approach to Spatial planning and display design for Retail stores
- Retail Strategy and visual merchandising
- Branding, prototyping and execution of sites through vendor management
- Started as an intern and finished as a full time employee

● *Eureka Moment*

Retail Design Intern Sep 2014 - Sep 2016

- User led way finding, signage and facade design for Kalpataru

AWARDS

2018

Above and Beyond Award, for successfully driving a Research project at PwC & creating impact

2015

Best Student Award, at MIT Institute of Design, Pune

SOCIAL VOLUNTARY WORK

- User research and story teller at Wingawoo talks podcast to spread awareness about Sex education, Bangalore
- User research and build Branding guidelines for CORD, Himachal Pradesh
- Teacher & Strategist at the Candle Project, Mumbai
- Professional Development Director at Mithibai College of Arts
- Designer for Sanitisation and healthcare essentials for young girls in the village of Loni

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KEY CLIENT PROJECTS



Food Experience design for Employees & Vendors
Service Design | Designing for health & wellness

Facilitated a workshop with students at Strate school of design, to conceptualise fresh ideas and way forward to enhance the food experience for Google employees and Vendors along with Sodexo.



Multi modal transport system in India
Systems Design | Designing for safety

After rigorous research key problem areas were identified in the public & private transport systems. With the help of Universal design approach, single integrated solution was designed to provide seamless last mile connectivity.



Future of Health Insurance offerings
Service Design | Human Centred Design

Key problems with the Industry practice were identified. A systems design approach was taken & stakeholders across the industry were interviewed to enable Reliance to take a more future ready approach & enhance the customer experience, like no other Insurance company in the country.



Publication magazine digitisation
Service Design | Digital Product | Education

HBR plans to expand its younger readers base within third world countries. Immersions helped us identify problems faced early in careers & design a "go to" places for these concerns.



Research, Design & Execution Design for India report
Trend Analysis | Future Design | Design report

Design4India is NASSCOM a prestigious initiative, that holds annual awards and conferences for design & innovation in India. A design report that spoke about the 'State of design in India' was created basis intensive research done with the top players of the Indian industries.

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KEY CLIENT PROJECTS



Improving the On-boarding process
Human Centred Design | Service Design

It is common to find a prevailing big brother syndrome culture that can be felt at the Big 4's from the time of entry. Immersions with all stakeholders involved in the recruitment process helped us identify cultural level challenges. We revamped the experience by gamifying a 5 days induction program & making it focused around the new joiners career goals.



Connecting the Government of India with Experts to build smart cities
Digitisation of Networking Channels | Systems design

National Urban Information System by Ministry of Urban Development is as a meeting ground for service providers like start-ups, corporates, students, etc. Accessibility to knowledge banks, network & find work opportunities with the sole purpose of growth & development of the country by the best talent available to encourage innovation. A user friendly web-page was designed for the same.



Better employee experience for Sales Reps
Service Design | Human Centred Design

Known to be one of the best pharmaceutical work places for the country for sales representatives in the industry. We enhanced the employee experience which is the driving factor to excellence in sales delivery and communicating the importance of drugs produced.



Integration of multiple Businesses onto SAP S4Hana
Service Design | Strategy

After rigorous research key problem areas were identified in the public & private transport systems. With the help of Universal design approach, single integrated solution was designed to provide seamless last mile connectivity.



Releasing theatres on OTT and key app upgrades
CX | Human Centred Design | Design Strategy

The User driven era along with the Pandemic is forcing all service providers to drive CX in remote ways. User research, synthesis, evangelizing the insights into actionable features and new services through a platform that is accessed by millions of Users from all economic backgrounds and demographics.