

Introduction

A design researcher working on the meaningful exchange between social impact and design. Has created strategy, marketing and communication ecosystems for social enterprises and non-profits through collaborative, human-centered research methodologies. Offering creative strategies for scaling enterprises, measuring and communicating impact and building resilient relationships with stakeholders.

Key Words:

Social Impact Research and Strategy
UI/UX Research and Design

Creative Impact Measurement
Community Empowerment

Systems Design
Creative Fundraising

Education

Masters 2022 - 2023	The London School of Economics and Political Science, London, UK <i>M.Sc. Social Innovation and Entrepreneurship</i>	Bachelors 2015 - 2018	MIT Institute of Design Pune, India <i>B. Des. Retail and Exhibition Design</i>
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Work Experience

Impact Consulting: Freelance

January 2024 - Present, London

- Working with Kundakala, a social enterprise empowering women through textile entrepreneurship, on a creative impact measurement campaign to boost fundraising and enhance brand visibility
- Working with GIST Impact, an impact measurement platform, to redesign their website and create communication deliverables.
- Project Manager for a government-funded initiative with the All Garo Hills Multipurpose Cooperative Society (AGHMPCS) in Meghalaya, responsible for overseeing the packaging project for sustainably farmed and sourced cashews.
- Worked with Level Up ESG Solutions to develop a SaaS platform for effective sustainability reporting.
- Worked with Hopscotch, a major London charity, to develop qualitative, creative impact measurement and communication for a sustainable, dynamic approach to fundraising.
- Facilitated a short research and an offsite session for C4 Consortium for mission realignment and creative strategies for growth. Deliverables included research, conducting a workshop, creating brainstorm toolkits, and a final project report.

Community Based Organisations (CBOs): Bakdil, AGHMPCS

January 2021 - April 2022, Meghalaya, India

- Established a brand, 'Krimkro', and an end-to-end system empowering rural Small and Medium Enterprises (SMEs) to independently package and market their products bypassing traditional market value chains.
- Created branding, a communication strategy and a website for AGHMPCS contributing to an initial fundraising of ~£4mn.

Turian Labs: UI/UX, Design, Research and Strategy Studio

January 2020 - December 2020, Pune, India

- Conducted in-depth UI/UX studies as part of Google's Next Billion Users project, focusing on first-time smartphone users in Tier 2 and Tier 3 cities in India.
- Researched the impact of the COVID-19 pandemic on SMEs across India, Indonesia, and Brazil, analyzing their innovative resilience strategies.
- Employed quantitative, qualitative, and mixed-methods approaches to conduct usability tests for consumer-facing Android applications and e-learning platforms.

CBO: North East India Committee on Relief and Development, (NEICORD)

August 2019 - October 2019, Meghalaya, India

- Conducted socio-cultural and economic assessment of NEICORD's Tribal Development Project in Meghalaya's Ri Bhoi district, to enhance the organisation's understanding and engagement with beneficiaries.
 - Developed design interventions and established '*Khublei Organica*', a brand to empower farmers in direct product marketing.
 - Designed an interactive brochure to educate under-represented communities about Aadhaar, the Indian Government's unique digital ID program.
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Internship Experience

Busride: Interior and Architecture Design Studio

January 2019 - June 2019, Mumbai, India

- Redesigned the entrance of a design school client. Conceptualised an exhibition space for student work and the history of design in India. Designed 'floating furniture' for the seating and display areas.
 - Reconstructed the kindergarten section of Bloomingdales, a primary school in Mumbai, incorporating Montessori's hands-on learning approach through interactive classrooms, child-friendly furniture, and play elements on campus.
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Project Otenga: A Cafe and Research Lab

May 2018 - July 2018, Ahmedabad, India

- Conceptualised a space for students to engage in low-intensity farming and cook their meals. The objective of the project was to introduce children to nature, farming, the importance of fresh produce, and incorporate early healthy eating habits.
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Plastic Maker Hubs: A Xynteo Pilot Project

May 2017 - June 2017, Mumbai, India

- Analysed Mumbai's plastic recycling ecosystem and developed a sustainable business model for the initiative. Aimed to align the project with principles of a circular economy and economically empower Dharavi's waste pickers by transforming recycled plastic into lifestyle products.
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Academic Initiatives

LSE: Dissertation Project: Enhancing Impact Communication Ecosystems through Art

June 2023 - August 2023, London, UK

- Conducted thesis titled '*Enhancing Impact Communication Ecosystems through Art Based Research*,' investigating intersections of social impact, research, and visual communication.
 - Explored power structures within the impact sector and biased inquiry methods, aiming to improve gaps in impact communication ecosystems.
 - Hypothesised that art-based research could facilitate direct communication with beneficiaries and capture visual nuances often missed in written communication.
 - Developed a research framework integrating art-based research into the impact chain, examining intangible elements shaping project trajectories, to foster a more inclusive impact ecosystem.
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LSE: Consultation Project: A Million Comforts: Fighting Period Poverty

October 2022 - May 2023; Mukuru, Nairobi, Kenya

- Conducted an eight-month hands-on research project to enable equitable production and distribution of biodegradable banana fiber pads for the women and girls in Mukuru, Nairobi as part of a group consultancy project with Sauti Afrika, a community-based organisation.
 - Studied menstrual ecosystems, product preferences, pricing strategies, and group dynamics to create: a new Theory of Change, a comprehensive proposal with community-oriented solutions targetting financial inclusion and accessibility, and impact metrics reflecting the experiences of women in Mukuru.
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