

Naomi Rohilla



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* Introduction

A design researcher working on the meaningful exchange between social impact and design. Has created communication marketing and strategy ecosystems for non-profits and social enterprises through collaborative, human-centered research methodologies. Demonstrates an in-depth understanding of end-to-end solutions, with a special focus on addressing the needs of project beneficiaries. Has single-handedly conducted research projects to design unique packaging and marketing solutions to empower underserved communities. Offering organisations with innovative tools for community mobilization, creative impact measurement and communication strategies.

* Education

Masters, 2022 - 2023

M.Sc. Social Innovation and Entrepreneurship
The London School of Economics and Political Science

Bachelors, 2015 - 2018

B. Des. Retail and Exhibition Design
MIT Institute of Design

* Skill Sets and Interests

Art	Writing	*	Photography	*	Illustration	*	Documentation	*
Design	Research	*	Strategy	*	Systems	*	Branding	*
Social Impact	Social Entrepreneurship	*	Community Empowerment	*	Project Development	*	Impact Consulting	*
Soft Skills	Independent Working	*	Sustainability Driven	*	Interpersonal Communication	*	Detail Oriented	*

* Work Experience

* Designer and Researcher

Community Based Organisations (CBOs): Bakdil, AGHMPCS

January 2021 - April 2022, Meghalaya, India

↗ **Bakdil:** Worked closely with grassroot-level Farmer Producer Organisations (FPOs) to create value-addition for their agricultural produce. Mobilised communities through design-thinking methodologies, bringing rural Small and Medium Enterprises (SMEs) closer to mainstream markets through branding, packaging and marketing solutions. Developed an end-to-end system for farmers to independently package and sell their products. Identified online retail routes, bypassing traditional markets and enabling inter-state sales. Recreated Bakdil's website and communication strategy to effectively communicate their impact, attract target investors and new employees.

↗ **AGHMPCS (All Garo Hills Multipurpose Cooperation):** Instrumental in establishing AGHMPCS by designing its communication strategy and developing their website. Created a compelling brand identity and brochure, which along with the website, resulted in the successful attraction of an initial funding of ₹4 Cr (~£4 Million) by investors.

* UI/UX Researcher ↗

Turian Labs: UI/UX, Design Thinking and Strategy Consultancy

January 2020 - December 2020, Pune, India

Conducted extensive UI/UX studies under Google's Next Billion Users project, studying the unique consumer behaviours and trends of first-time smartphone users in India's Tier 2 and Tier 3 cities. Studied COVID-19 pandemic's impact on SMEs in India, Indonesia, and Brazil, and their innovative business resilience strategies. Used quantitative, qualitative and mixed-methods to conduct usability tests for consumer-facing Android applications and e-learning platforms. Developed strategies for these platforms to improve and expand their market reach.

* Designer and Researcher ↗

Community Based Organisation: NEICORD

July 2019 - October 2019, Meghalaya, India

Conducted a socio-cultural and economic assessment of NEICORD's Tribal Development Project impact in Meghalaya's Ri Bhoi district. Created subsequent design and system interventions for their beneficiaries, through, 'Khublei Organica', a homegrown brand to empower farmers in direct product marketing. Created an interactive brochure for beneficiaries to address biases against Aadhaar, Indian Government's unique digital citizen ID program. The objective was to educate under-represented communities about the financial and legal levers and the process of registering with Aadhaar. Provided policy-level recommendations to NEICORD to obtain financial assistance from State and Government programmes. Suggested organizational improvements and strategies to foster a deeper understanding of their beneficiaries.

Internship Experience

* [Design Intern](#)

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.

* [Design Intern](#)

Project Otenga: A Cafe and Research Lab

May 2018 - July 2018, Ahmedabad, India

Worked on India's first Edible Education Classroom in Shreyas Foundation, Ahmedabad's first Montessori school.

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.

* [Strategy Intern](#)

Plastic Maker Hubs

May 2017 - June 2017, Mumbai, India

Under this Xynteo initiative, worked with a multidisciplinary team on a pilot project to study the plastic recycling ecosystem in Mumbai. Strategised a sustainable business model to empower wastepickers in Dharavi, one of the world's largest informal settlements, by transforming recycled plastic into lifestyle products, aligning with principles of a circular economy.

* Academic Initiatives

* [LSE: Dissertation Project](#)

Enhancing Impact Communication Ecosystems through Art

June 2023 - August 2023, London, UK

My thesis, Enhancing Impact Communication Ecosystems through Art Based Research, explored the intersections between social impact, research and visual communication. The objective of the thesis was to examine the power structures within the impact sector that are reinforced by biased methods of inquiry, and explore how research can improve the gaps within the impact communication ecosystem. The hypotheses was that an art-based research approach would open up avenues for direct communication with project beneficiaries, and capture visual nuance that is often overlooked in written forms of communication. The thesis culminated in a research framework that helps systematically incorporate art and art-based research within the impact chain. It presented the opportunity to deep dive into the intangible elements that shape the trajectory of projects, creating a more inclusive impact ecosystem.

* [LSE: Consultation Project](#)

A Million Comforts: Fighting Period Poverty

October 2022 - May 2023; Mukuru, Nairobi, Kenya

As part of our group consultancy project, our team worked with Sauti Afrika, a community based organisation using art as a medium to create social impact. Sauti Afrika has been working on creating the equitable production and distribution of biodegradable banana fibre pads within Mukuru. We conducted a hands-on research project across eight months studying period poverty and assessing the menstrual care needs of women and girls in the Mukuru settlement of Nairobi. We studied existing menstrual ecosystems, product preferences, pricing strategies, behavioural patterns and group dynamics, ultimately creating a Theory of Change model for the sustainable distribution of banana fibre pads. Our solutions were rooted in ecosystem-based strategies, comprising behavioral modification, financial inclusion, enhanced accessibility, and the promotion of environmentally sustainable menstrual products. Our final outcome was a robust proposal advocating community-oriented solutions and impact metrics that closely aligned with the real-life experiences of the women in the Mukuru settlement.