

# NANDINI UPADHYAY

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## ABOUT

Designer with focus on business, technology and experience. Seeking a full time job in the field of strategy and innovation. I have worked for 5 years as an architect. Managed the projects from design to execution. For the advancement of my career, I have done M.Des in design-led innovation. This has allowed me to develop abilities in design strategies, research, critical thinking, leadership and innovation skills.

## EDUCATION

**Srishti Institute of Art, Design and Technology,  
Bengaluru**

*M.Des - Design-led innovation*

Degree anticipated in September 2020

**SDPS Women's College, Indore**

*Bachelor of architecture*

Degree completed in June 2014

## EXPERIENCE

***Shrenis occupational network, Bengaluru***

*Community management intern | May 2019 - July 2019*

- Conducted qualitative and quantitative research to understand the user behaviour with respect to mobile technology, understanding of professional/personal needs and perceptions about community.
- Analysis and synthesis of data (*affinity mapping, descriptive analysis*)
- Ideated and designed strategies to develop new behaviour and increase interaction in the group.
- Tested and iterated different methods based on feedback from active community members.

## TECHNICAL

Sketch  
Illustrator  
Photoshop  
Indesign  
After Effects

Revit  
AdobeXD  
autocad  
Vensim  
R studio

## RESEARCH

User Interviews  
Contextual Inquiry  
Usability Testing  
Affinity Mapping  
Journey Mapping

Participatory research  
Quantitative research  
Empathy mapping  
Critical analysis  
Ethnography