

# Vinay Pandurangappa

Creative business designer, innovation consultant, and a seasoned facilitator. Designs in the emergent, complex intersection of humans, technology and businesses, with actionable insights and data-driven decisions.

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## EXPERIENCE

### ThinkPlace, Strategic Designer

May 2022 - September 2022, New York, USA

- Developed an interactive platform for visualizing cutting-edge technologies such as AI, NLP, and ML
- Tailored adaptable strategies, frameworks and methods in specific organizational contexts for research and business activities.
- Conducted workshops and user interviews to synthesize research findings to translate into actionable insights and practicable solutions.
- Utilized visual thinking to communicate business design and service design processes

### Intuit Inc., Senior Interaction Designer

October 2020 - September 2021, Bangalore, India

- Improved the tax filing process, resulting in a 30% increase in user confidence, and took ownership of the entire user experience.
- Leveraged empathy to identify user experiences and pain points, which led to the creation of an efficient invoice flow.
- Collaborated with Product Managers and Developers to transform insights into effective UX/UI designs and facilitated usability tests with user flows, wireframe prototypes, concepts.

### Elevar Sports, Product Design Lead

November 2017 - August 2020, Mumbai, India

- Applied Design Thinking methodologies to spearhead innovation in sports and ecommerce.
- Conducted comprehensive market research to identify areas of opportunity and understand changing attitudes, behaviors, and market trends among customers.
- Transformed research findings into compelling narratives through the use of personas, customer journey maps, data visualization, and engaging storytelling on the website and social media platforms.
- Fostered a customer-centric culture within the team, which contributed to expanding the team to 18 members, 4 designers.

## EDUCATION

### Parsons School of Design (2021-2023)

New York, USA

Masters in Strategic Design and Management

### Indian Institute of Science (2015-2017)

Bangalore, India

Masters in Product Design

### Bangalore Institute of Technology (2011-2015)

Bangalore, India

Bachelors in Mechanical Engineering

## ACHIEVEMENTS

Orientation Leader  
[The New School](#)

Semi-Finalist  
[Design Impact Awards, TATA](#)

Top 30 Innovators, 2019  
[India Innovation Growth Program](#)

Patent Pending  
[Ventilated Socket Prosthesis](#)

Design for the Elderly  
[TUDelft, Workshop](#)

## SKILLS

Product Strategy, Design Thinking, User research, Business Design, Market Synthesis, System thinking, Facilitation, Prototyping, Management Frameworks, Insights, User Experience, Service Design

Figma, Sketch, Miro, Mural, Adobe Suite (AfterEffects, Illustrator, Indesign, Photoshop)