

Shubham Das

Multidisciplinary Designer

Research | UX | Design | Strategy

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ABOUT

I am a highly motivated, self-starter with a keen interest in human behavior and emerging technologies and how both are influencing each other. I am trained with design research methods (both Qualitative and Quantitative) and tools that allow me to forge strategic design insights to create influential products, UI/UX services, and business experiences with the help of storytelling. I am looking for opportunities that offer professional challenges utilizing interpersonal skills, excellent time management, problem-solving skills, efficient teamwork strategy, and leadership.

WORK EXPERIENCE

CapitalOne Data Labs, Bangalore, Karnataka - *Product Designer* | Aug 2022 - Present

- Conducted Foundational Research, Stakeholder mapping, Competitor Analysis, Product Market Fit Research, User Journey Mapping, etc
- Tasked with the creation of Strategic UX Vision for the product and Executive Summary, Business Model Design.
- Worked with a cross-functional team of product managers, developers, designers, and senior leadership to drive the product creation and MVP design of the next phase of the product.

White Carbon Motors, Gandhinagar, Gujarat - *Design Strategist* | Oct 2021 - Dec 2021

- Conducted Primary Research & Secondary Research with various stakeholders such as Users, Dealers, and Service Teams, and identified impact areas for strategic business interventions, brand interaction, and user experience
- Proposed enhanced product-to-market fit for White Carbon's existing vehicle lineup and new market strategy as a long-term plan.

Invest India, Azamgarh, Uttar Pradesh - *Design Researcher* | Jun 2021 - Sep 2021

- Collaborated with various stakeholders under Prabhuddh Gram Yojna to identify gaps and misalignments in the Rural Health Care system.
- Devised insights & design directions based on Design Research and on-site Ethnographic and Qualitative research.

Ameya Design, Hyderabad, Telangana - *Architect* | Jun 2019 - July 2020

- Created detailed technical drawings and project deployment of Super Specialty hospital architecture, establishing key performance indicators with various multi-disciplinary teams to achieve high-level goals.
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EDUCATION

- **National Institute of Design (NID), Gandhinagar, Gujarat**
Master of Design (M.Des)- *Strategic Design Management (8.2 CGPA)*
Sep 2020 - Ongoing
 - **Amity School of Architecture and Planning, Lucknow, Uttar Pradesh**
Bachelor of Architecture (B.Arch)- *Architecture and Planning (7.84 CGPA)*
Aug 2014 - Apr 2019
 - **Kendriya Vidyalaya AMC (CBSE)**
12th- *Senior Secondary (79%) 2014*
10th- *Secondary (9.3 CGPA) 2012*
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DESIGN SKILLS

- Design Research and Analysis
- User Experience Design
- Service Design
- Business Design
- User Research
- System Thinking
- Product Design
- Wireframing & Prototyping
- Design Storytelling and Storyboarding
- Design Thinking

SOFTWARE SKILLS

- Illustrator
 - Photoshop
 - Indesign
 - Figma
 - Premier Pro
 - MS Office Suite
 - Miro Realtime Board
 - Autocad
 - Sketchup
 - Keyshot
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ACHIEVEMENTS

- CII Young Designer Awards 2022: *Top 3 Entry: Service Design Category*
 - CII Young Designer Award 2021: *Top 3 Entry: Design for Social Impact*
 - NID Street Cart Design 2021: *Second Position (25K Cash Prize)*
 - NID Madhyam 2019: *National Winner: First Position (1 Lakh Cash Prize)*
 - NID Kusters Engineering Prize 2017: *Special Jury Mention- Top 5*
 - Zonal-NASA: Interior Design 2017: *First Prize*
 - Zonal-NASA: Product Design 2016: *Third Prize*
 - Mural Design for Lucknow Metro 2015: *Commissioned Entry (10K Cash Prize)*
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INTERESTS

Flute Playing, Travel, Anime & Manga, Wood Working, Resin Crafts, Indie Music, Tea Lover
