

Hi! I'm Poonam.

Product Designer

ppatel5@sva.edu

+91 982 000 6092

www.poonampatel.me

Experience

Design Assistant – Responsible Design

Albert Shum (VP, Design, Microsoft)

August 2020 - May 2021 (Contract)

Co-created and launched the first-ever course in Responsible Design for the next generation of product designers and thinkers with Albert Shum.

- Deconstructed concepts of safety, privacy, fairness, trust, and inclusion and provided tools to help students & industry professionals think and design more responsibly.
- Co-designed a 27-week curriculum and co-facilitated and planned 10 class workshops.

UX Designer | Shortlist

JUNE 2017 - MAY 2019 (Full-time)

Designed and launched multiple employer and candidate-facing products at the recruiting startup: Talent Gallery, Chatbot Builder, and Chatbot. Over 18 months the products were used by 300,000+ individuals and 100+ organizations.

Creative Director | XYXX

JUNE 2016 - JAN 2017 (Full-time)

Led product development, research, branding, and marketing for the inner-wear startup.

Manager, Creatives | Lakmé Fashion Week

MAY 2014 - SEP 2015 (Full-time)

Designed and directed India's premier fashion event. Managed and curated creative direction for the location, the website, and social media. Oversaw business relationships between buyers and designers.

Founder | With All One's Heart

MAY 2012 - DEC 2014 (Full-time)




Founded and single-handedly operated a clothing brand. Designed, produced garments in house, and managed marketing and sales.

-  Won a *Grazia Young Fashion Award* by renowned international fashion publication, *Grazia*.

Education

MFA, Interaction Design | School of Visual Arts

SEP 2019 - MAY 2021 | NEW YORK CITY

-  Received the Paula Rhodes Memorial Award for work on my year-long thesis project *Nudge the Judge* and excellence in interaction design.
-  Only two-time scholarship winner for IxDA's annual design conference (Interaction 20 & 21).
-  Awarded a merit scholarship for the two-year master's program.



Summer School | Copenhagen Institute of Interaction Design

JUL - AUG 2018 | COPENHAGEN

Courses taken: *Machine Learning for Artists*, *Intro to Interaction Design* and *Connected Products* - all taught under the umbrella of the United Nations' Sustainable Development Goals.

B.DES, Fashion Design | National Institute of Fashion Technology

JULY 2006 - MAY 2010 | NEW DELHI

-  Secured 1st position with the highest GPA of 9.7/10.
-  Awarded a 100% scholarship for the semester exchange program at the London School of Fashion.

Design

Product Design
UI/UX
Service Design
Micro Interactions
Design Research
Prototypes
Responsive Design

Tools

Sketch, Adobe XD, Figma
InVision, Protopie
Zeplin
Adobe Photoshop, Illustrator
JIRA
Google Analytics

Programming

Python, Javascript, Processing, Java, HTML & CSS