

Nupur Phadnis



Enhancing experiences | Design Management | Design Thinking

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Key Projects

- **Human Behaviour Studies - Adalaj stepwell.**

Examining the human behaviour at the site, deviant behaviours were identified and an informative ticket was proposed to alter the deviances in the tourists behaviour.

- **Redesigning the User Interface, Experience for Google Pay.**

Studying the spending habits and trends, the interface was altered which enhanced the experience of the users and benefited the organisation and the users.

- **Design Research for the Alumni Donations in the context of National Institute of Design.**

Researched factors driving alumni donations, fostering a giving culture in current students. Developed a framework, now presenting findings and implementing recommendations for stakeholders.

- **Creating a platform to foster meaningful interactions between students and alumni.**

Facilitating online conversations with prompts and structured sections between strategically paired students and alumni, fostering the initiation of meaningful bonds.

- **Systemic study and intervention for Disparity in Health care**

Addressing systemic issues related to awareness and informed persuasiveness in health care through preliminary research and subsequently offering solutions at the policy, technological, community and other levels in the chosen area.

Work Experience

- **UX Design Internship - Bajaj Finserv Health Limited**

Academic Internship June 2024 - December 2024

Developing the Health Tech Platform and enhancing the experiences of the user through User Research, UX journeys which will at the end benefit the user and also the business.

- **Design Audit and Organisation Design for a business - HoneyVeda**

Academic Collaborative Internship September 2023 - October 2023

Initiating with a comprehensive company evaluation, the design audit aimed to reinforce the business, establish a strong brand, leverage unique strengths and core values for industry growth and recognition.

- **Studjee, Pune — Content Creator and Designer**

October 2021 - July 2022

Content creation, research and design for website and digital marketing.

- **Studio Hu'mane, Pune — Intern and Junior Architect**

June 2020 - December 2020 and August 2021 - September 2021

Landscape and interior design projects.

Education

- **National Institute of Design, Ahmedabad (Gandhinagar PG campus) — Masters in Strategic Design Management**

August 2022 - current

(Design Research, Design Audit, Organizational Design, Service Design, System Design, Human Behaviour for design, User Centered design, Social Innovation)

- **VIT's PVP College of Architecture, Pune — B.Arch**

August 2016 - August 2021

Skills

- Design Thinking
- Service Design
- System Design
- Systems thinking
- Design Research
- Design Management
- Strategic Management
- Problem Solving
- User research and User experience
- Information Architecture
- Design Consultancy

Soft Skills

- Leadership
- Empathy
- Creativity
- Time Management
- Collaboration
- Communication

Software tools

- Figma
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Procreate
- MS Office
- Adobe AutoCad

Languages

- English, Hindi, Marathi (Professional Proficiency)
- Sanskrit (Basic Proficiency)

Leadership roles

- **Student subject coordinator** during B.Arch
- **Volunteer and Photographer** at FEED, Pune lecture series
- **Secretary of Film Club** and a member of photography team during B.Arch
- **Attended a week long NSS camp** in rural area in 2014.

Other Interests

- Astronomy
- Photography
- Content Creation
- Travel
- Art
- History
- Food

Achievements

- **Special Mention for Research in Architecture** (National Students Conference, by D Y Patil College of Architecture, in association with MASA)