SMRUTI ADYA

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EDUCATION

School of Visual Arts
MFA Products of Design
New York, USA | Sept 2016-May 2018

National Institute of Design
Bachelor of Design, Product Design
Ahmedabad, India | Jun 2008-May 2013

Politecnico di Milano
International Exchange, Product Design
Milan, Italy | Mar-Jul 2011

SKILLS

Strategic
Design Research and Strategy, Product Design, UI/UX Design, Product Development, Prototyping, Digital Fabrication, Data Visualization, Branding, Photography and Videography

Software
Sketch, Principle, Invision, Adobe Creative Suite, Rhinoceros 3D, Keyshot, Arduino, Keynote, Powerpoint, CSS and HTML (basic)

Languages
English, Hindi, Marathi, Kannada, Gujarati, German (A2), Italian (Beginner)

RECOGNITION

- SVA Alumni Scholarship Award 2018
- Runner up in IoT Builders' Contest on Instructables.com
- MFA Thesis project featured on Designboom, iF design guide
- One of 150 participants from 45 countries selected to exhibit work at the Global Grad Show 2019, part of Dubai Design week

WORK EXPERIENCE

Product Designer, Deloitte Digital, Seattle | March 2019 - Present
Working within cross-functional teams to implement and support end-to-end digital transformation for Fortune 500 companies in retail, healthcare, E-commerce and enterprise software by creating user-centered digital products. Focused on generating insights (through planning and conducting user interviews, usability testing, and client ideation workshops) and using those insights in product development to deliver user flows, journey maps, wireframes and visual designs.

- Conducted in-depth user research with healthcare providers, patients and caregivers to identify pain-points for total-joint replacement surgery patients. Developed insights and design principles to conceptualize a digital at-home recovery platform enabling a seamless, data-driven experience.
- Identified digital touch point opportunities for a large retail client to augment in-store shopping through qualitative and quantitative research, focus groups, and usability testing.

Product Designer, Future Factory LLC, Mumbai | Nov 2013–Jun 2016
Led and supported the execution of over 20 projects within interdisciplinary teams spanning several industries including healthcare, home appliances, CPG, office supplies and construction equipment. I was involved in the entire lifecycle from pitch to market– from understanding clients needs, ideation around functionality and design, creating sketches and prototypes, realizing design proposals in CAD, working with engineers to create manufacturing specs and launching products with client marketing teams.

Industrial Design Intern, Neodes, Pune | Jun 2012-Mar 2013
Designing for Emergency Cardiac Care (Sponsored Thesis Project)
Redesigned a manual defibrillator to be intuitive and user-centric while creating a recognizable brand aesthetic for a small business client. Mapped systems for emergency cardiac care through ethnographic research in ICUs, ERs, ambulances and EMS training school environments and translating them to insights for product development.

Design Research Assistant, frog design, Mumbai | Sept-Oct 2012
Used ethnographic research to identify opportunities for innovation in cookware, dinnerware and food storage solutions in the Indian market. Coordinated the recruitment and interviewing of over 20 diverse members of the client's target market.

PROJECTS

Design Research Fellow, Omidyar Network, New York | Jul 2018
Research Fellowship to develop design proposals that reveal, amplify and create healthy patterns of social interdependence, focusing on non college-bound youth as target users
- Conducted interviews and a public intercept intervention with young adults, and facilitated a workshop with formerly incarcerated, young men to understand their perception of community and reliance on others
- Created 15 design proposals as a suite of recommendations for future investment

MFA Thesis: Products of Design, SVA, New York | Sept 2017-May 2018
Upgrade: Designing for Access and Acceptability around Limb Loss and Limb Difference
A series of projects aimed at envisioning better access to prosthetic technology, by making them affordable and through system and service design. Interpreted and assembled crossdisciplinary research from disability studies, research papers, and interviews with subject matter experts, innovators and people with limb impairments.