

Disha Garg

Product & Service design | Design Research & Strategy | Architecture

dishagarg798@gmail.com

www.dishagarg.work

+91 8527372248

linkedin.com/in/disha-garg798/

Experience

Intuit

Product Design Intern | Aug 2023- Present

- Part of the Quickbooks design team to improve end-to-end customer experience migration from on-premise to cloud-based product.
- Created research plan and led qualitative user interviews to identify their pain-points and needs. Synthesized the insights to derive problem statements to collaborate with PM, Design and Research teams.
- Working on ideation and high fidelity prototypes to test with end users.

Cognizant APAC

Experience Designer | July- Sep 2021

- Specialised in UX Research methods, UI Design, Wireframing
- Earned Human Centered Design Certification by HFR&D

HCP Design, Planning and Management, Ahmedabad

Intern Architect | Jan-May 2020

- Worked on-site drawings of the Central Vista Redevelopment Project, mapping its 3km stretch to estimate project costing. Involved in designing the India Gate Plaza.

Key Projects

Oro Health | Dr. Reddy Laboratories

- Conceptualised and designed a Diabetes Management Platform, which was presented to senior leadership in Digital Transformation team.
- 1st prize from 300+ teams across India. Won 1.5 lakh rupees as award.

New Service Design | Sandbox

- Identified need of enriched intergenerational connections.
- Designed and prototyped end-to-end service blueprint for senior citizens and youngsters to connect.

Modelling user review behaviour on e-commerce platforms

- Studied the amplification of social behaviour of users on Amazon and designing UI interventions to address them.

Digital Transformation for businesses | Systems Thinking

- Analysed digital transformation and its relations with connected sub-systems through a systemic lens.
- Framework created to guide digital transformation journey of MSMEs.

Redefining banking for dependent vulnerables in India

- Developed primary research tools to understand confidence levels.
- Proposed areas of intervention to NID to address the hindrances and enable true financial inclusion for the target group.

Strategic Design Audit | Nua Woman

- Successfully pitched a consultancy proposal to the founder of Nua.
- Reviewed Nua's strategy, function, and internal working to propose a strategic roadmap for the identified opportunity areas.

Promoting hygiene amongst street food vendors

- Researching the drivers of human behaviour in street food markets.
- Designing and prototyping product and communication interventions to nudge positive behaviour change.

Bricks Behind the Clicks | E-Commerce in Urbanising India

- Research paper highlighting the physical impacts of e-commerce.
- Presented in Research Seminar 2019 | SPA Delhi

Prospects for architects in the Government Sector

- Published in the International Journal of Students' Research in Technology & Management · Dec 30, 2021

Education

Masters in Strategic Design Management

National Institute of Design, Ahmedabad

2021- Present | AIR 7

- Service Design | Systems Thinking | Virtual Social Behaviour | Behavioural Design | Research Methodology | Strategic Design Audit | Basics of Finance, Marketing, Branding & Economics | Business Model Innovation

Bachelors of Architecture | Rank 5 of 120

School of Planning and Architecture, Delhi

2016-2021 | License: CA/2022/144177

- Exchange Student - Bauhaus and FHE Germany | 2019
- 85,000 sqm mixed-use Sub-District Centre, Hari Nagar, Delhi | Architectural Thesis

CBSE Class 12 Examination | 95.6% | 2016

Achievements

1st Prize in Dr. Reddy's Designathon | 2023

3rd Runner-Up in SAP Designathon organised by SAP Labs India | 2023

Selected to exhibit at NID Annual Design show | 2022 & 2023

Selected for NASA-Lixil Mentorship | 2020

TOP 25 in World of Museum of Design Competition | 2020

Honourable Mention Award in National Level Essay Writing Competition | 2016

Leadership

Core Student Placement Coordinator | NID Industry Interface 2022

Public Relations Secretary | Ahlcon International School

Skills

Design Thinking, Service Design, Systems Thinking, Design Research, Ethnographic Study, Strategic Design Audit, Behavior change design, UX Research, UI & Visual Design, Prototyping, Architectural Design, Analytical thinking

Tools

Figma, Miro, Adobe Photoshop, Illustrator, Indesign, Procreate, Premier Pro, XD, AutoCAD, Revit Architecture Certified User, Sketchup, Lumion, Enscape, Vray