

Manan Pahwa

Designer

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I am a Service Designer & User Researcher with a deep-passion for human behaviour. I help organisations uncover insights which help them strategise and deliver a delightful experience to their users. Enthusiastic about working within cross-professional teams.

WORK EXPERIENCE

Service Designer & UX Researcher

[Delhivery](#) | Nov 2021 - Present

- Hired as an embedded Service Designer for Service Excellence (SX) team. Projects :
- Evaluative User-research for strategising org-wide efforts for a completely new customer type
- (Re)designing operations to make it more human-centric.

Service Design Consultant

[Replenish Earth](#) | Apr 2021 - Sept 2021

- Hired as an embedded Service Designer and adorned multiple hats : Service Evaluation, creating vision documents, interoperability of products within larger ecosystem, designing SOPs, communication strategy

User Researcher & Phyigital Experience Designer

[National Institute of Design](#)

[Capstone Project](#) | Aug 2020 - Apr 2021

- Generative research on Untapped Potential of Personalization in Entertainment.
- Designing a fatigue-free movie choosing personalisation experience according to mood-states.

Design Research Intern

[Fractal Analytics](#) | Jan - July 2020

- DESIGN RESEARCH to bring alive Fractal's Problem Solving strategy (AI x Engineering x Design & Behavioural Science)
- SPATIAL DESIGN Pre-COVID - Redesign of the workspace we love using by understanding team needs & requirements.

Product Design Consultant

[DVenTure, Stanford Byers Center for BioDesign](#) | Sep - Dec 2019

- Initial prototyping from scratch of a universal-fit conformity for a consumer healthcare device to pre-diagnose DVT (Deep Vein Thrombosis)
- Managed the Indian team of a product designer, knitwear designer, electronic engineer and an illustrator.

EDUCATION

Bachelor of Design (B.Des)

[National Institute of Design, AMD \(India\)](#)

Industrial Design

2016-2021

Bachelor of Art (BA) (Exchange)

[Willem De Kooning Academie, Rotterdam](#)

Product Design (Major)

Jan 2019 - July 2019

SKILLS & TOOLS

Qualitative Research

Research plan creation, Problem definition, Sampling, In-depth Interviews, Shadowing, Workshop facilitation, Conducting Design Audits, Desk Research, Competitor Analysis

Synthesis

User Journey mapping, Service Blueprinting, Insights Synthesis & Need decomposition, Prioritisation, Persona creation

Communication

Collaboration with quantitative analysts, Information management, Stakeholder management, Report creation

LEADERSHIP & VOLUNTEERING

Audio-Channel Host

[Mentza](#) | Dec 2021 - Present

Design Researcher, Founder

[Materionomics](#) | Feb 2019 - Present

Strategist & Facilitator

[Environment Committee, NID](#) | July - Nov 2019

Administration Coordinator

Student Activity Council, NID | Nov 2017 - Oct 2018

KNOW MORE

[Connect](#)

[Notebook](#)

[Audio Portfolio](#)

[Photo Album](#)