

SURABHI MITTAL

UX Research and Innovation Strategy

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WORK EXPERIENCE

[Entrepreneurship Lab // Parsons School of Design](#)

User Experience Researcher, New York Oct 19 – Jan 20

- Conducted qualitative, quantitative ethnographic research methods, international market research and performed focus groups to support hypothesis that the online entrepreneurship educational space needs real time mentorship.
- Worked on a team of 5 to draft a comprehensive report on the global trends impacting eLearning today and identified opportunities to better support entrepreneurs learning experiences.

[Tarun Vadehra. Ltd // Interior Design Firm](#)

Design Researcher, New Delhi Aug 17 – Aug 18

- Collaborated with design and product research team to develop end-to-end product map to help better identify the customer base and products they prefer.
- Facilitated ideation workshops with stakeholders to generate insights, recommendations and identify gaps in competitors business models to make better informed decisions on products and design.

[Revived by Surabhi // Social Impact Initiative](#)

Founder, New Delhi Jan 17 – Dec 19

- Founded a home decor brand through the lens of social impact to revive a lost craft of papier mache products, providing artisan craftsmen from Kashmir a platform to better showcase and educate others of their products.
- Advised team of craftsmen on the importance of design thinking to identify their ideal market and modify their product to help improve sales. Encouraged team to create new design concepts, build prototypes, field test products, and scale.

[Dorling Kindersley // Book Publication House](#)

Product Strategy Intern, New Delhi Aug 16 – Nov 16

- Assisted the project management team to better promote DK's new product, children's books, by collecting and analyzing data through user interviews, a data-centric quiz given to customers, ethnography research, and benchmark studies.
- Conducted on-site behavioral studies at schools, collected data, and then leveraged the results of study to create personas and identify the best strategy for DK to enter the children's book market.

*3+ years experience in **applied product and systems thinking research**. Analytical strength in **understanding human behaviour** through practising empathy and experience with **design research** industry projects.*

NOTABLE PROJECTS

[Babson College // Parsons School of Design](#)

Strategic User Project, Boston July 19 – Sep 19

Observed class at Babson College for a 10-day period as part of an exchange program to cultivate relationships between educational institutions. Collected insights from program members experiences and utilized data to strengthen the curriculum in entrepreneurship courses at Parsons. Report of findings was presented to Parson board members.

[Hitch Mylius // Client Contract](#)

Design Strategist, London (UK) Jan 16 – May 16

Apprenticeship with furniture manufacturer, worked with project management and design team to conceptualize an inviting work space for University clients.

EDUCATION

Parsons School of Design, New York

MS Strategic Design and Management Aug 18 – May 20

GPA 3.95/4.00

Central Saint Martins, University of Arts London

BA (Hons) Product Design June 12 – July 16

GPA 3.40/4.00

LEADERSHIP & EXTRA CURRICULUM

[University Student Senate // Parsons School of Design](#)

Chief of Student Engagement Dec 18 - Jan 20

[New York Cares// Non-Profit](#)

Behavior Research Volunteer Jan 19 - present

TECHNICAL SKILLS

Adobe Creative Suite, Sketch, Qualtrics, Mural, MS Office Suite

SOFT SKILLS

Ethnographic, qualitative, quantitative research, in-depth interviews, rapid prototyping, affinity mapping, journey maps, workshop facilitation, data analysis, strategy development, systems thinking, user-centred design thinking methods

INTEREST

[Creating opportunities for impact](#); bringing positive change through funding young girls education in association with Smile Foundation. Finalizing thesis developing proprietary app designed to deliver healthy Indian food to a much-needed international student demographic in New York City.