

SURABHI MITTAL

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EDUCATION

Parsons School of Design, New York, United States

Master in Science

August 2018 – May 2020

- Strategic Design and Management
- Cumulative GPA 3.95/4.00

Central Saint Martins, UAL, London, United Kingdom

Bachelor of Arts (Honors)

June 2012 – July 2016

- Product Design
- Cumulative GPA 3.40/4.00

RELEVANT EXPERIENCE

National Institute of Fashion Technology, Remote

Visiting Design Faculty

September 2020 – Present

- Developed an elective course focused on the fundamentals of design thinking to teach 40 undergraduate students the methodologies of UX, design research and business strategy.
- Administered collaborative workshops to investigate low performing small-medium-enterprise' business strategy, and applied design research methodologies to transform their business model.

Entrepreneurship Lab, New York, United States

Design Researcher

October 2019 – January 2020

- Conducted qualitative and ethnographic international market research to support the hypothesis that the online entrepreneurship educational space needs real-time mentorship.
- Partnered with a team of 5 to draft a comprehensive evaluation report on the global trends impacting contemporary e-Learning, and identified opportunities to support entrepreneurs' learning experiences.

Revived by Surabhi, New Delhi, India

Founder

January 17 – March 2020

- Founded a home decor brand through the lens of social impact, to revive the lost craft of papier-mâché products; provided a platform to artisans from conflict-affected areas of Kashmir to effectively showcase and educate the target audience for optimum profits and awareness.
- Led a team of 10 craftsmen to lay the foundation of design strategy to identify gaps in the market and modify products to boost sales by 20%.
- Mentored the team to create new design concepts, build prototypes, field test products, and scale across product industries.

LEADERSHIP

Design Caucus, Growth Researcher

May 2020 – October 2020

Crafts Council India, Business Strategist

June 2020 – September 2020

Parsons School of Design, User Research Apprentice

June 2019 – September 2019

Parsons School of Design, Chief of Student Engagement

December 2018 – January 2020

SKILLS AND INTERESTS

Technical Skills: Google Suite, Microsoft Suite, Qualtrics, Survey Monkey, Sketch

Core Expertise: Design Thinking, UX Research Methods, Creative Collaboration & Co-creation Frameworks, In-depth Interviews, Strategic Visioning & Planning, Curriculum Development & Facilitation, Opportunity & Impact Assessment, Futures Thinking Model

Languages: English (Fluent) & Hindi (Native)