

Aayushi Jain

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Education

Savannah College of Art and Design | Savannah, GA

MA Design Management | 4.00 GPA

Graduation- Mar 2025

National Institute of Fashion Technology | India

Bachelor's in Design, Fashion and Lifestyle Accessory | 9.2 CGPA

Graduation- Oct 2022

Achievements: NIFT Best Academic Performance Award | Gold Medalist with Highest CGPA

Professional Experience

SCADpro X Deloitte | Project Manager and UX Designer | Savannah

Sep 24 – Jan 25

- Led a multidisciplinary team of designers, researchers, and strategists to enhance a government initiative, integrating user-centered design principles with business strategy and targeted marketing outreach. Oversaw the end-to-end research and design process, ensuring alignment with stakeholder goals and community needs.
- Conducted in-depth UX research through user interviews, surveys, and usability testing to identify pain points and opportunities. Developed detailed user journey maps, personas, and empathy maps to visualize user experiences. Synthesized key insights into actionable recommendations that informed design decisions and policy improvements.
- Collaborated with Deloitte as the primary liaison, managing stakeholder relationships and facilitating cross-functional communication between government agencies, business leaders, and design teams. Ensured seamless project execution by coordinating timelines, deliverables, and feedback loops while aligning strategic objectives with user needs.

Georgia Conservancy | Design Strategist and Facilitator | Savannah

Sep 24 – Nov 24

- Conducted primary and secondary research to analyze and address the challenges facing the endangered Blakes Plateau, delivering actionable insights.
- Facilitated workshops, including brand diagnostic and co-creation sessions, to generate innovative and user-centered solutions for client implementation.
- Developed strategic deliverables, providing actionable steps and ideas to support Georgia Conservancy's initiative to promote awareness and conservation of the Blakes Plateau.

The Magical World of Toys | Design Strategist and Project Lead | Savannah

Sep 24 – Nov 24

- Led a team to identify challenges for the client through research and workshops, developing actionable strategies.
- Proposed social media campaigns, content calendars, automation strategies, and a loyalty program to enhance engagement and growth.

Wipro Ltd | Experience Designer and UX Researcher | India

Dec 22 – Sep 23

- Enhanced UI for British Telecom's internal dashboard and InnerSource team landing page, fostering collaboration with developers to understand user requirements and technical constraints.
- Developed immersive AR/VR experiences for Diageo's Johnnie Walker UK stores, using agile methodologies to iterate rapidly and incorporate stakeholder feedback, boosting customer engagement and foot traffic.
- Redesigned Ontario.ca's government website, ensuring full accessibility and adherence to Web Content Accessibility Guideline (WCAG) standards while leveraging data-driven insights to optimize user journeys and enhance navigation efficiency for citizens.

Samsonite/ American Tourister | Accessory Design Intern | India

Jan 22 – Sep 22

- Spearheaded design process for American Tourister's 2023 "Doodle Minus" and "Swag Pack" kids' backpacks, managing all aspects from brief to market launch, including comprehensive research.
- Presented innovative concepts of product, graphic and textile designs to MD and Brand Heads, collaborated with marketing to refine designs, driving successful market adoption.
- Led cross-functional collaboration among designers, marketers, and developers to ensure seamless execution and marketable designs that align with audience preferences.

Lavie, Bagzone Pvt Ltd | Women's Leathergood Design Intern | Ind

May 21 – Jul 21

- Orchestrated a hardware design project, overseeing the entire lifecycle from conception to implementation, aligning with project goals and specifications.
- Conducted research on industry trends and forecasted future developments, providing insights to inform strategic decision-making & drive innovation.
- Assessed and scrutinized pre-production samples to ensure adherence to quality standards and specifications, contributing to the refinement and optimization of product designs.

Academic Projects

Idea & Data Visualization | Adept at translating complex concepts and data into clear and compelling visual representations.

Methods of Contextual Research | Proficient in observation, interviews, frameworks, and synthesis for comprehensive insight.

Strategic Financial Management | Optimizing resources and achieving organizational goals through strategic financial management.

Design Innovation: Planning and Implementation | From planning, user research, and prototyping to testing and pitch execution.

Skills

Software: MS Office Suite, Figma, Adobe Photoshop, Adobe Illustrator, Adobe In-Design, Protopie, Miro, Jira, Fusion360, AutoCAD, Blender.

Design: UI/UX Design, Accessibility Standards, Agile & Scrum, Research Expertise, Data Analysis, Idea & Data Visualization, Design Thinking, Project Management, Contextual Research, Financial Management, Prototyping & Testing, Strategic Planning, Social Media Strategy, Wireframing, Information Architecture, Scenario Planning, Documentation & Development Handoff, Design Systems, Business Model Canvassing, Workshop Facilitation, Product Design, 3D Rendering, Trend Forecasting, Branding, Graphic Design, Merchandising, Fashion Accessory Design

Certification

DIOR & UNESCO Mentorship Program | Completed a One Year Mentorship Program by Dior Talent

Lextant Research Certification | Design Research and Insight Translation

How to Design for Accessibility | UI UX Design

LinkedIn Learning & International Institute of Business Analysis™ (IIBA®) | Agile Foundations

Project Management Institute (PMI) & (NASBA) | Project Management Foundations