

# MANJARI SAHU

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## Professional Experience

*Amsterdam | September 2017 - Current*

### **The Artificial | UX/Service Designer**

*Pittsburgh | June 2017 - September 2017*

### **Philips Respironics | Interaction/Service Design Intern**

- Created videos for new Sleep Apnea product launch, observed target user-group testing and interviews and created follow up insights presentation for in-house circulation.
- Conducted retail market research and created future service propositions for OSA product release. Conducted co-design workshops with in-house design team.
- Worked on new roll-out service for Chronic obstructive pulmonary disease (COPD) hospital and patient services.

*Pittsburgh | Aug 2016 - May 2017*

### **Carnegie Mellon University | Research Assistant**

My year at Carnegie Mellon University focused on designing for interactions in the realm of education, healthcare, data visualization, music and automotive. Key projects include -

- **Philips Respironics** - Design for family sleep
- **Microsoft Design Expo** - Designing for Mixed Reality in Automotive Training
- **Philips Respironics** - Design for Asthma Control in Children

*Mumbai | Oct 2015 - May 2016*

### **StudioPOD | Experience Designer**

- Conducted research and future project planning proposals for the city of Puri, as part of the SMART city initiative with the Heritage Govt. Of India.
- Conceptualized and designed UI and information architecture for way-finding and city guide mobile application sponsored by the Govt. Of India
- Conducted usability tests and incorporated feedback into design.
- Designed and developed StudioPOD professional website.

*Mumbai | Oct 2015 - May 2016*

### **MakersKit | Design Consultant**

- Designed STEM educational toys for children aged 3 to 8 years.
- Conducted user research and product usability testing.

*Bangalore | May 2014 - April 2015*

### **Restore | Retail Designer**

- Designed and constructed over 12 retail, exhibition, visual merchandising & hospitality interior projects.
- As team lead, I directly managed and led multiple design teams and project execution on-site as well as off-site.
- Partnered with marketing teams to create brand strategy outlines and user persona's.

*Bangalore | August 2013 - February 2014*

### **Restore | Space Design Intern**

- As a space design intern, I designed over four store design concepts, from which two went on to execution.
- My diploma thesis project, Flying Machine Flagship Store, was nominated and won two awards for Best Specialty Store Design and Best Retail Fixture Design at the VMRD awards in 2015.

*Pune | November 2012 - January 2013*

### **Urban Mela - MITID | Teaching Assistant, Ethnographic Research**

- A project in collaboration with Markus Heinsdroff, an installation artist & designer from Germany and the MIT Institute of Design, Pune. I was the teaching assistant that helped plan and execute the exhibition "D-Lane" as part of the Indo-German Mela on the theme "StadtRaume" or 'City Spaces'

## Education

September 2016 - May 2017

**Carnegie Mellon University | Pittsburgh**  
**MPS in Design for Interactions, GPA 4.08**

July 2009 - April 2014

**MIT Institute of Design | Pune, India**  
**Degree in Retail & Exhibition Design**

## Technical Skills

Adobe Creative Suite - Psd, Ai, Ae, Id, Xd  
Sketch  
InVision  
Sketchup  
AutoCAD  
Rendering  
3DS Max  
Rhino  
Cinema 4D  
HTML & CSS (basics)

## Design Expertise

Research + Strategy  
Wireframing  
Storyboarding  
Sketching  
Design Ethnography  
Prototyping (Physical + Digital)  
Service Blueprinting  
User Experiences  
AR/VR Prototyping  
Industrial Design

## Awards

### **Dash**

*Chosen project for Microsoft Design Expo 2017, Seattle, USA*

*Best Project for Mixed Reality Application, Microsoft Design Expo 2017*

*Shortlisted for IxDA 2018 Interaction Awards*

### **412BEATS**

*Core77 Student Notable Interaction Design Award 2017*

*Semi-finalist for Adobe Design Awards, Social Impact Category*

*Feature Project at Dubai Student Grad Show 2017*

### **Flying Machine Flagship Store**

*Best Shop Fitting Design, VMRD Retail Design Awards 2015*

*Western Fashion Apparel - Specialty Store, VMRD Retail Design Awards 2015*