

PRAKRITI JAIN

DESIGN STRATEGIST

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◆ PROFILE

I'm a purpose-driven individual with a systems-thinking mindset, grounded in empathy and creative insight. My expertise lies in navigating complex, wicked challenges through a research-led strategy and human-centred lens that align with values-led, impact-focused work. I thrive at the intersection of creativity, strategy and human behaviour and aim to create with an emotional, functional, and social impact in mind. With a masters from University of the Arts, I'm passionate about using design as a catalyst for social and organisational change that benefits both people and planet. I am adaptable to the needs of any project, capable of collaborating with multi-faceted teams, and delivering well-considered, meaningful outcomes through design strategy, innovation and research.

◆ KEY SKILLS

- Design Research & Innovation
- Systems Design
- Strategic Foresight
- UI/UX Design
- Strategic Brand Development
- Graphic & Visual Communication
- Conceptualisation & Writing
- Stakeholder Interaction
- Interpersonal Communication

◆ WORK EXPERIENCE

Junior Designer, TBWA/India

Client: Air India Express

Aug 2023 - July 2024

- Initiated and led 'Kids Kits', a user-centered design project aimed at enhancing the in-flight experience for children aged 5–12. Applied an iterative, strategic design approach, balancing visual storytelling, budget constraints, and user needs to successfully pitch the concept to clients and secure leadership approval for production.
- Co-led creative direction for the design of a four-storey office HQ, from conceptualisation to execution. Used strategic brand development, systems design, and visual communication to align the physical space with brand identity and employee experience. The project demanded active stakeholder interaction across internal and external teams, including finance and operations.
- Contributed to the development of brand experience and communication materials for the brand's launch event. Played a key role in creative ideation and visual storytelling, ensuring alignment with the brand's business objectives resulting in a successful, widely covered event delivered through close collaboration.
- Led a team of 3 interns on a high-pressure project, acting as a key link between design and management to ensure alignment and timely delivery through strong interpersonal and stakeholder skills.

Design Intern, Dr Reddy's Laboratories

Jan 2023 - May 2023

- Led the development of a gamified training tool designed to simplify complex pharma concepts. Conducted cross-departmental design research to identify pain points in employee onboarding and collaborated with R&D, L&D, and Marketing teams to ensure output alignment through strong collaboration. Demonstrated initiative by independently learning pharma operations and terminology to inform design decisions by applying strategic design thinking and user experience principles. Facilitated user testing workshops to refine the prototype, approved for internal pilot rollout.
- Co-hosted the *Designer's Cocktail* networking event, leading the creative coordination while demonstrating strong teamwork, organisational, and event management skills—contributing to its success with over 110 attendees.

- Secured 2nd place in an internal infographic design competition, showcasing strong data visualisation and visual communication skills.
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Design Strategy Intern, Nua Woman

Feb 2022 - May 2022

- Led a collaborative strategic design project aimed at enhancing brand experience by bridging the gap between customers and community. Conducted in-depth user research to uncover consumer behaviour insights and inform design direction. Collaborated cross-functionally with departments to ensure outcome feasibility. Successfully delivered a product packaging intervention aimed at increasing conversion rates, selected for future campaign integration while also balancing user desirability, business viability, and production feasibility, earning cross-team validation.

◆ QUALIFICATIONS

MA Design Management

University of the Arts London

Sept 2024 – Present

Key Areas: Design Research, Strategy & Innovation, Systems Thinking, Futures Thinking, Social Innovation

Additional: Serving as a 25/26 Postgraduate Peer Mentor & Student Ambassador

Undergraduate Diploma in Communication Design

ISDI | Parsons | Atlas SkillTech University

First Division with Distinction

July 2018 – July 2023

Key Areas: Graphic Design, Digital Design, Strategic Communication, Storytelling

Additional: Served as College Official Event Creative Coordinator

Bachelors in English

Indra Gandhi National Open University

Qualified

Jan 2018 – Dec 2022

◆ ACHIEVEMENTS

International Postgraduate Merit Scholarship

University of the Arts London

Sept 2024 - 2025

3rd Place - Best Teamwork Award

Creative Hack Competition, UAL

Feb 2025

3rd Place - Designathon

Lollypop Design Studio, Bangalore

Dec 2022

Merit-Based Academic Fellowship

Atlas Skilltech University

July 2019 – 2023