

PRACHI VAIDYA

USER RESEARCHER AND
SERVICE DESIGNER

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ACADEMIC

MA URBAN DESIGN

University of Westminster
London, UK

BACHELOR OF ARCHITECTURE

Sir JJ College of Architecture
Mumbai, India

CERTIFICATIONS

INTERACTION DESIGN FOUNDATION (IXDF)

Service Design: How to design
integrated service experience

TOP 10% IN CLASS

User-Research – Methods
and Best practices

TOP 10% IN CLASS

Journey Mapping

TOP 10% IN CLASS

21st Century Design by Don
Norman

IBM

Enterprise Design Thinking

I am Prachi, a multi-disciplinary designer and user researcher. My design philosophy revolves around human-centred design, and I strongly believe in the power of simplicity.

I combine expertise from the physical world with the digital one, with a passion for creating beautiful user & service experiences that leverage my research and design thinking capabilities. I'm driven by the desire to create experiences that have a positive impact on the world, both in the digital and physical realms.

WORK EXPERIENCE

USER RESEARCHER AND SERVICE DESIGNER

Independent Consultant

June 2022 – Present

- Conducted **user interviews** with the deaf participants in **Indian Sign Language (ISL)** to understand employability challenges faced by the deaf population
- **Analysed and synthesised** the data, identified gaps and opportunities for a potential services for the deaf and hard-of-hearing population
- Prepared Research report with the key insights and way forward
- Leveraged **design thinking tools** for a electrical manufacturing business to go digital
- Conducted workshops with the stakeholders and created **Business Model Canvas and Value Proposition**.

URBAN DESIGNER

VK:u Urban, Pune, India

August 2017 – April 2020

- I led the team, collaborated with multi-stakeholders, engineers for street re-development project in Bhubaneswar, India using **street for all approach**.
- **Inclusive design approach** to strategise and design street hierarchy for a private 100-acre township in Pune, India
- **Human-centred and inclusive design** proposal for rejuvenating riverfront in Pune, India
- **Contextual study** of under-utilised structures and **conceptual design solution** for Tourism Initiatives in Solapur, India

SENIOR ARCHITECT

Eiffel Developers, Pune, India

January 2015 – August 2015

- Coordinated the exclusive sample apartment for a premium real estate firm in Pune, India
- **Design of theme based experiences** for five township club houses in the vicinity of Pune city

COMPETENCIES

Human-centred Design

Design Thinking

Inclusive Research

Qualitative Research

Analytical Thinking

Journey Mapping

Generative Research

TOOLS

Dovetail

Mural

Miro

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Microsoft & Google Office Suites

SketchUp

Lumion

AutoCAD

CONSULTANT ARCHITECT

Architect Hafeez Contractor, Mumbai, India

June 2012 – January 2015

- **Coordinated, collaborated and executed** exclusive sixty-storey residential towers for Lodha Developers in Mumbai
- Executed **exclusive experience** for a sample flat
- Independently developed a design with conceptual and presentation drawings for an exclusive private residential tower in Mumbai
- Developed a **human-centred design** scheme for redevelopment and slum rehabilitation in Mumbai, India

SENIOR ARCHITECT

Aum Architects, Gurgaon, India

December 2010 – January 2012

- Conceptualised and developed a **children friendly** proposal for Institutional project at Greater Noida
- Conceptualised and developed **design for industrial estate** Project at Noida
- Coordinated the interior work for a global bank's Delhi branch.

ARCHITECT

P G Patki Architect, Mumbai, India

February 2010 – October 2010

- Responsible for execution of phase II and infrastructure development of 50 ha Township project in Indore, India

ARCHITECT

Skyline Architects, Mumbai, India

June 2008 – January 2010

- Assisted as an Architect for a 2.1 Acre high-end residential project for Raviraj Group in Pune, India
- Responsibilities included making execution drawings, coordination and site supervision
- Making conceptual presentation and execution drawings for commercial and residential projects

INTERN AND ARCHITECT

Saakaar Architects, Mumbai, India

December 2006 – June 2008

- Responsibilities included execution and site supervision of the residential eight-storey building redevelopment in Mumbai, India
- Contributed to the interior works, Housing Schemes and Redevelopment projects in Mumbai and Goa

I AM ALSO...

A Certified Yoga Instructor

A student of Indian Classical music

An experimental blogger

A poet

Adventure lover

Amateur photographer

Place & culture explorer

Avid reader

Dancer

EDUCATION

MASTER OF ARTS, URBAN DESIGN

University of Westminster, London, UK

2015 - 2016

Research Dissertation **Achieved Distinction**

"Buy a Flat, Get a City Free, New trend in Urban Housing Development in India, Case of Mumbai and Pune"

- **Empirical research** deals with the current housing development trend in the Indian context
- Highlights the emergence of privatisation and Integrated Townships within the Indian context and critically raises the concern about the social & physical experiences

Redevelopment of 5.2 ha. area in the Borough of London, for Southwark council - Secured 65%

- **Human-centred** scheme included a detailed development rationale explaining the design process, a Financial Appraisal scheme and a design report that explained the design & thought process.

Master Planning Scheme for the Regeneration of Old Oak Common

- Developed the master plan for the brownfield land in London, with specific emphasis to reduce carbon footprint and socially inclusive design solution

BACHELOR OF ARCHITECTURE (B. ARCH)

Sir JJ College of Architecture, Mumbai, India

2001 - 2007

Children's Activity Centre at Pune", India

- Design problem analytically highlighted the importance of physical activities in a child's overall growth and provided innovative design ideas