

Design & Product Strategist with 10+ years of experience leveraging human centered design, systems thinking, and behavioral science towards building high impact, scalable solutions for innovative, mission-driven social businesses.

EDUCATION

Executive Learning Certificate: Innovation Fast Track

Parsons School of Design | Oct 2022 | New York, NY

MFA Design for Social Innovation (Honors)

School of Visual Arts | 2013 - 2015 | New York, NY

MSc Development Studies (Distinction)

London School of Economics and Political Science | 2008 - 2009 | London, United Kingdom

BA Economics (General Honors, Departmental Honors)

Vassar College | 2003 - 2007 | Poughkeepsie, NY

AWARDS

Paula Rhodes Memorial Award for Exceptional Achievement in Design for Social Innovation | School of Visual Arts, May 2015

Emilie Louise Wells Fellowship to aid in the advancement of knowledge of economics and social activities and to promote social work | Vassar College, Sep 2008

PROFESSIONAL EXPERIENCE

Product Advisor, Studio Jayne

New York | June 2021 - Present | studiojayne.com

Studio Jayne is a design and innovation studio that works on projects that deal with gender-based violence, reproductive rights, sex trafficking, and advancing rights for women and girls. The studio is currently building and scaling [Likely Story](#), a digital game that equips teens to talk about sex, consent, and trafficking so that they can thrive in safe & healthy relationships.

- Collaborating with the CEO to **develop the strategic vision** of *Like Story*, and **aligning on organizational goals** to meet both existing donor commitments, as well as future fundraising targets
- Providing the team with strategic support to **identify and synthesize key product priorities**, in order to **define the product roadmap** and **facilitate efficient resource allocation**
- Direct support with product development, including adopting **agile development methodologies**, leveraging **product analytics in decision-making**, and **designing for scale**
- **Advising *Like Story's* long-term growth strategy** by facilitating workshops to clarify, define, and strengthen its value proposition, business model, and theory of change

Senior Director of Product, Sourcemap

New York | June 2017 - June 2022 | sourcemap.com

Sourcemap is a NY based software company that helps leading sourcing organizations gain unprecedented insights into the end-to-end supply chain to ensure that social, environmental, and compliance (ESG) standards are met every step of the way.

- Oversaw the design, review and delivery of all Sourcemap products by **planning and executing the product roadmap**, and ensuring efficient alignment and **utilization of development capacity**
- Collaborated across commercial and technical teams to **identify and translate customer requirements into product features and design specifications**
- **Interviewed key stakeholders** including clients and partners to **investigate and synthesize** recurring pain points and opportunities in product usability, effectiveness, and validity
- Identified, tracked and leveraged key **product metrics and analytics** to drive **data-driven product prioritization and decision-making**, while consistently evaluating performance
- **Built a cross-functional product management team** from ground up, responsible for user research, product design, implementation, and quality assurance through dedicated product development sprints
- Designed an **internal knowledge management system**, and introduced a product operations framework to enable efficient and scalable cross-team knowledge sharing

Head of Product, Project JUST

New York / Mumbai | June 2015 - June 2017 | projectjust.com

Project JUST was a web-app that enabled shoppers to research the social and environmental footprint of apparel brands, discover brands that are ethical and sustainable, and learn more about the impact and context of the \$3 trillion fashion industry.

- Collaborated with the company's co-founders to **design and build the Project JUST platform**, which included the following suite of products: the Project JUST Wiki, Seal of Approval, City Guides, and Investigative Reports and Editorials
- **Conducted qualitative and quantitative user research** through focus groups, in-depth interviews, and surveys to develop user journeys and customer profiles, and collect product and usability feedback
- **Synthesized research findings** to **identify and prioritize improvements** and additions to product features in conjunction with the Engineering lead
- **Designed and executed Project JUST's [crowdfunding campaign](#)** in collaboration with the leadership team, ultimately raising over \$30,000 in 30 days

TEACHING + MENTORING

Guest Lecturer

- MFA Design for Social Innovation, School of Visual Arts
- MFA Communication Design, Pratt Institute
- DS Information and Interaction Design, University of Baltimore

Product & UX Mentor

UNDP Chief Digital Office Digital X Scale Accelerator | Apr 2021 - Jun 2021

Early Career Mentor

American Institute of Graphic Arts (AIGA) New York | Apr 2021 - Dec 2021

SKILLS

Technical proficiency:

- **Research & Facilitation:** Miro, Mural
- **UX/UI Design:** Figma, Sketch, Adobe Creative Suite
- **Product Management:** Asana, Smartsheets, Jira
- **Knowledge Management:** Google Suite, Notion, Microsoft 365, Airtable
- **Analytics:** Google Analytics, Microsoft Excel, Tableau
- **Web Design:** CSS

Language proficiency:

English, Hindi, Bengali (fluent)
Spanish (conversational)

Short Term Communications Associate, Acumen

New York | June 2014 - December 2014 | acumen.org

Acumen is an impact investment fund that has invested more than \$143 million in 145 social businesses with products and services designed for low-income, under-served populations across Africa, Latin America and South Asia. Acumen also invests in developing a global community of emerging leaders through courses, fellowship programs, and accelerators offered through Acumen Academy.

- Worked with the Communications team to **design and author various marketing collateral**, including status reports, one-pagers, and newsletters
- Supported the Acumen Academy team with **data visualization, design, and storytelling** for its Global Fellows program
- Assisted with the **design and delivery of event-specific collateral** for the annual Global Fellows Celebration

Marketing and Communications Manager, SMHFC Ltd

Mumbai | June 2014 - December 2014 | svatantramhfc.com

Svatantra Micro Housing Finance Corporation Ltd (SMHFC Ltd) is an affordable housing finance company that aims to create meaningful social change by providing housing loans to financially excluded urban lower-income and rural families in India.

- Owned the **design and delivery of all corporate communications** including annual and half-yearly financial reports, marketing one-pagers, and press releases
- Oversaw the **design and content management of the company website** in collaboration with the leadership team
- **Conducted extensive user research** through in-person interviews with customers in various regions across India to gain product and service feedback
- **Documented and designed multi-media customer profiles** through a mix of photography and written narratives to **creatively illustrate the impact** of enabling access to housing finance on families in the context of improving standards of living and well-being
- **Facilitated in-person field visits** with customers for investors and partners interested in better understanding the company's business value proposition and social impact

Associate, Swadhaar FinServe Pvt Ltd

Mumbai | November 2007 - September 2008 | rblfinserve.com

Swadhaar FinServe Pvt Ltd (now known as RBL FinServe) is a micro-finance company that aims to make available responsible and efficient financial services to economically vulnerable and underserved households and businesses, ultimately enabling them to attain financial security and meet their aspirations.

- Collaborated with the Head of Operations to **evaluate an existing Group lending product** by developing a **client classification system** based on repayment rates, delinquency (PAR), and loan renewals
- Supported in the **development and streamlining of a pilot Individual lending product**
- **Developed and executed a field training program** to train loan officers on how to leverage marketing tactics and promotional activities on an on-going basis
- **Drafted and submitted applications for grant funding** and regulatory approvals, and assisted with **assimilating and synthesizing data to report back** to institutional funders.
- **Designed and implemented a market research survey** to estimate market size and potential expansion for the Individual and Group lending products