

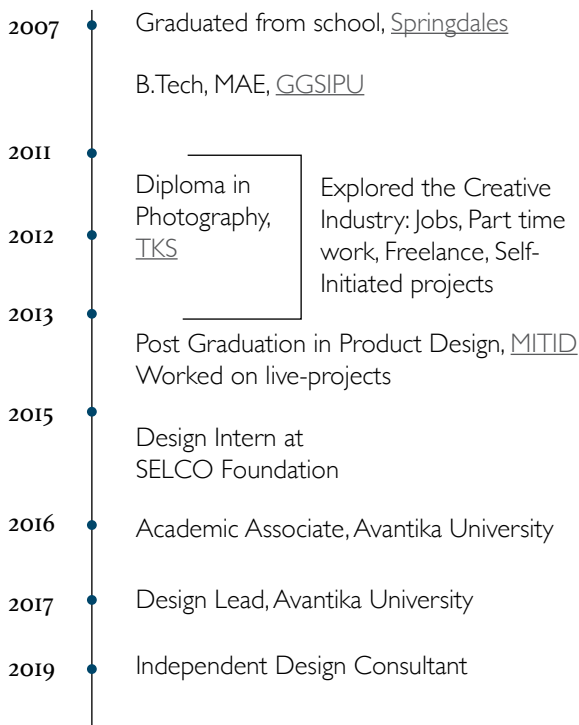
Yashna Jhamb

www.yashnajhamb.com

An independent design consultant working in a diverse, yet focused, space where society, sustainability and design meet.

My aim is to implement optimized design methods while following a system oriented, human-centered approach to design. In the past few years, I have essayed a number of roles and worked on a variety of projects, ranging from creating modules for rural education to developing strategies for business innovation. I approach each problem with a design thinker's mindset to achieve research-driven, sustainable and meaningful solutions.

professional journey



projects

as an Independent Design Consultant

- 2019**
 - Scalable translation strategy, [Quest Alliance](#)
 - Building play based modules on MHM awareness for women in UP and Haryana, [Breakthrough](#) (Partnered with [Kaboom](#))
 - Campaign strategy for awareness on SRH in patna, [Purpose](#)
 - Sustainability trend report for apparel industry
 - Nutrition study of children in urban slums and rural india, [Fondesan](#)
- 2018**
 - [Uplifting the unorganised wood working sector](#), [Saviesa](#)
 - [Ahhaa, a mental wellbeing platform](#)
 - [Design and Technology Report](#)
 - [A Design Thinking MOOC](#), [Turian Lab](#)

Design thinking training

 - [LV Prasad Eye Institute](#)
 - [Viniage Design](#) (Client: [Smart Enviro Systems](#))
 - [Design Thinking Workshops for aspiring designers](#)
 - [Spread Design and Innovation](#)
- 2017**
 - [Saahas Zero Waste](#) (partnered with [Plan India](#) and [Coca-Cola](#))
 - [SELCO Foundation](#), [Invention book II](#)
- 2016**
 - [XLRI - Xavier School of Management](#) | Freelance, 2016
 - [SELCO Foundation](#), [Invention book I](#)
- 2015**
 - [Fortune - Adani Wilmar Pvt. Ltd.](#) | Live Project
 - [SAINT-GOBAIN Sekurit India](#) | Live Project
 - [FOUR-EYE Foundation](#) | Live Project
- 2012**
 - [The Neo-ChalChitra](#), [Self-initiated Project](#)
 - Hands-on | [Self-initiated Project](#)

- **Sectors of interest**
Environment | Education | Photography | Installation Art
- **Languages**
English, Hindi

competencies

- System Design
- User Research & Ethnography
- Design Strategy
- Creative Thinking
- Storytelling
- Analog and Digital Photography

areas of work

- Design Research
 - Design Strategy
 - Trend Analysis
 - Experience and Service Design
 - Social and Societal Innovation
 - Sustainability and Society
 - Design Thinking
 - Facilitations under my initiative called the [DesignShots](#)
- ACROSS**
- Education
 - Healthcare and Mental Health
 - MHM and SRH
 - Livelihoods
 - Energy
 - Waste Disposal
 - Nutrition
 - Design and Technology

work experience

- **Avantika University**
[Design Lead](#)
Jan 2017- Oct 2017
 - Provide strategic inputs to inculcate the spirit and culture of design.
 - Lead a team of thinkers and doers
 - Define the scope of design centred projects, strategy for implementing, project planning, process building, implementing and converting opportunities into design solutions.
 - Communicating design inputs to other teams of Avantika University and assist them in creating valuable design driven activities.
- [Academic Associate | Design](#)
May 2016 – Dec 2016
Device a curriculum that is driven by Design Thinking.
Create an innovative and contextual academic structure for the university.
- **SELCO Foundation, Design Intern**
Aug 2015 - Jan 2016
[Designing an alternate curriculum on Invention and Sustainability for rural children of Karnataka.](#)
- **Happy Hands Foundation**
Mar 2012 - Apr 2012
Design and conceptualize an artisan residency program along with coworkers.
- **Beautyraga.com**
Sep 2011 - Feb 2012
- **Tricolite Industries Ltd, Summer Internship**
May 2010 – Jun 2010

clients

- [Quest Alliance](#)
- [Coca-Cola India](#) (partnered with [Saahas Zero Waste](#) and [Plan India](#))
- [Purpose, India](#)
- [Breakthrough](#) (Partnered with [Kaboom](#))
- [SELCO Foundation](#)
- [Avantika University](#)
- [LVPEI](#)
- [Spread Design and Innovation](#)
- [Turian Labs](#)
- [Fondesan](#) (For a global design firm)