

Upasana Pandey

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Multidisciplinary designer with 6+ years of experience across healthcare, play, government systems, UI/UX, and social innovation. Skilled in leading cross-functional design and development teams and delivering research-driven, inclusive, and high-impact interventions across digital and physical touchpoints.

Education

10/23 - 05/25

Master of Industrial Design

Rhode Island School of Design • Providence, USA

10/24 - 12/24

Capstone project in Biomedical Device Engineering & Design

Brown University • Providence, USA

08/20 - 05/22

Bachelor of Arts, Sociology

University of Mumbai • Mumbai, India

08/15 - 05/19

Bachelor of Arts (Honors), Interior Architecture and Design

Pearl Academy, Nottingham Trent University • Mumbai, India

Industry Experience

08/25 - *now*

Designer

Taaqat • Mumbai, India (Part-time/Remote)

Developed comprehensive **brand identity and guidelines** to unify Taaqat's visual presence across digital and print platforms.

Designed **three long-form workbooks**, streamlining layout, narrative flow, and instructional design based on the brand's evolving strategy.

07/25 - *now*

Lead Product Designer

Ycenter Global • New York, USA (Project-based/Remote)

Leading a comprehensive **UX audit and redesign for a 70-year-old legacy organization**, supporting its transition into a digital-first, SaaS-based business.

Conducted **15+ stakeholder interviews with HR, leadership trainers, and clients** to identify 60+ workflow bottlenecks and data-access pain points.

Designed a **modular dashboard interface** with real-time project tracking, report generation, and AI-powered nudges to drive timely user action.

Streamlined key interactions and introduced **behavior-driven UI components**, reducing navigation friction by **30%** (based on user testing).

07/24 - 08/24

Fellow (Industrial Design)

RISD Maharam Fellowship at Let's Be The Change • Bengaluru, India and Providence, USA

Designed an educational card game for waste segregation; iterated through 50+ user tests.

Developed a "Wall of Fame" honoring sanitation workers and 4 large-format educational posters for public engagement.

Trained and employed women from low-income communities to co-create 6 new product lines.

Introduced playful, market-responsive designs and enhanced sewing techniques to launch a new tote bag line with local women artisans.

Built a cohesive visual language across all NGO platforms and programming.

10/23 - 05/25

Communications Assistantship

Rhode Island School of Design • Providence, USA

Managed RISD ID Department's official website and social media. Made exclusive logos for new programs/events. Designed posters, newsletters, and conducted photography to document and promote department initiatives.

04/22 - 08/23

Design & Research Lead

Promoted from Project Manager and Design Researcher in 08/22

Ycenter Global • New York, USA

Agritech UI | African Union (Gates Foundation-funded)

Led 2 designers and coordinated 4 developers across India and Kenya to launch policy tools for 11 African nations.

Designed 4 integrated products: a policy tracking dashboard for government use, a mobile policy review app for citizens, training modules for farmers, and a sentiment-mapping AI tool using data from social media trends.

Built a micro design system to unify interfaces; presented UI prototypes directly to African Union stakeholders across 3 stakeholder meetings.

Healthcare UX | HPV & Immunotherapy in Southeast Asia

Worked with clients from 7 SE Asian countries to co-design service design toolkits addressing patient and clinician needs.

Co-facilitated 10+ physical and digital workshops to build personas, journey maps, and behavioral archetypes with 50+ clinicians, marketers, and healthcare leaders.

Merged qualitative insights with behavioral science (Fogg Behavior Model) to propose 10+ distinctive, scalable interventions in vaccination and oncology pathways.

E-commerce UX | BXI (India's First Barter Platform)

Led UX for a dual-role platform where users acted as both buyers and sellers. Developed a contextual visual identity and UI flow, reducing early-stage task errors by 40%.

Introduced BXI Coins, a native digital currency to ease barter transactions and build platform trust.

Conducted 30+ stakeholder interviews and competitor audits to strategise GTM. Benchmarked 10+ cross-industry interfaces, and delivered wireframes, low-fidelity prototypes, and end-to-end flows.

Delivered a UX audit post-handoff, identifying 25+ usability issues and helping the client streamline onboarding by 20%.

10/20 - 04/22

Design Associate • Mumbai, India

Promoted from Fellow (Media & Design) in 11/21

Ministry of Tourism, Government of Maharashtra

Sole designer leading the end-to-end rebranding of 27 tourism properties, managing all physical, digital, and communication design outputs.

Created a comprehensive **signage system with 15 typologies**, deployed across **35+ properties**, ensuring multilingual accessibility, wayfinding clarity, and cultural resonance.

Designed and implemented cohesive state-branded visual identity across **stationery, packaging, uniforms, menus, food packaging, brochures, calendars, and bags**.

Drafted government tenders and **managed vendor coordination** to ensure high-quality delivery of all designs.

Co-conducted site visits to **6 properties**, and conducted 100+ stakeholder interviews, identifying pain points to inform spatial and service design improvements.

Achieved **+17% growth in brand awareness**, 90× rise in social media reach, and **10,000+ real-time user feedback responses** through QR-based feedback tools.

Work recognized internationally at **Dubai Expo 2020** as a case study for tourism recovery during COVID-19.

10/19 - 10/22

Co-founder

Firefly • India

Designed and launched two sustainable festive collections with nine unique SKUs.

Scaled B2B partnerships to drive 70% of 5,000+ unit sales, generating ~\$15K revenue and >\$6K gross profit.

Launched cloth-bag packaging, eliminating 20kg of single-use plastic waste over 3 seasons.

06/18 - 07/18

Design Intern

Script, Godrej Interio • Mumbai, India

Explored modular storage for urban Indian homes. Developed a novel vertical drawer system to maximize storage in compact spaces.

Sketched 50+ bedside table concepts; one progressed to full-scale prototype.

Modeled final design in Rhino and rendered CMF options in KeyShot.

Teaching and Mentorship

10/23 - 05/25

Teaching Assistantship

Rhode Island School of Design • Providence, USA

Mentored ~100 RISD and Brown University students across graduate and undergraduate levels. Developed physical and digital teaching assets to support learning outcomes and studio-based critique.

UI/UX: Co-led sessions on user experience, design systems, and roadmaps with Prof. Benjamin Spear.

Advanced Design Studio: Led biomaterials prototyping research with Prof. Megan Valanidas in collaboration with Brown University and URI. Tested Mango Materials and Ngerid Plastic using 3D printing, injection molding, and laser cutting techniques.

History of Industrial Design: Provided structured feedback and weekly critiques, contributing to measurable performance improvement in multiple students (e.g., score improvements from 2 to 5 on internal evaluations).

Biodesign NYC Winter Studio: Assisted Prof. Peter Yeadon in logistics and facilitation of NYC biodesign firm visits, introducing students to emerging sustainable material practices.

10/23 - 05/25

UI/UX, Record Instructor

Rhode Island School of Design • Providence, USA

Independently designed and led a course session focused on UI/UX fundamentals and Figma for 30+ graduate students.

Developed lectures, in-class activities, and assignments aligned with industry methods. Facilitated discussions on inclusive UX research and behavioral interface strategies.

12/19 - 12/23

Design Thinking Mentor

Maker's Asylum • Mumbai and Goa, India

Mentored interdisciplinary design teams at national and international innovation programs.

Guided 15+ participants in fintech-focused product development as part of the Innovation School 2022.

Developed an interactive board game aimed at promoting financial literacy at grassroots levels.; showcased at TEDx and Viacom's The Inventor's Challenge; featured in The Better India.

The program was in partnership with CRI Paris and UNESCO and UNDP

01/20

Prototyping Mentor

Design, Technology & Social Innovation Workshop, Harvard and MIT • Mumbai, India

Led prototyping for interdisciplinary global teams in a 10-day design sprint.

Taught rapid prototyping using local materials and fabrication tools.

Directly assisted 10 participants in translating conceptual ideas into working prototypes.

Supported the design of low-tech spatial interventions to improve sunlight access in Mumbai's Dharavi slums.

Academic and Research Projects

12/24

Course Designer – Intro to Design Thinking in Healthcare (Approved Winter 2024)

Rhode Island School of Design • Providence, USA

Designed a studio-format course exploring the role of empathy, systems thinking, and design intervention in healthcare.

Developed a full syllabus with assignments, critiques, guest speaker programming, and a multi-phase project structure focused on patient journey mapping and service redesign.

Approved by the Industrial Design Department for implementation; deferred delivery due to an alternate opportunity.

09/24 - 05/25

Master's Thesis – Sip Jab Zoop

Rhode Island School of Design • Providence, USA

Led the design of a clinical-to-consumer UX system to reduce fear and pain in pediatric intramuscular injection procedures.

Conducted 20+ contextual interviews with pediatricians, children (ages 4–8), and parents.

Developed and tested a 3-part design intervention (hydration, distraction, incentive) to improve user compliance and comfort.

09/24 - 12/24

Electronic Fetal Health Monitor

Brown University • Providence, USA

Co-designed a non-invasive fetal monitoring enhancement to standard EFM units by capturing both maternal and fetal SpO₂ signals.

Prototyped interface and enclosure design for seamless integration into current clinical systems.

Collaborated with 2 OB-GYN advisors and engineered a solution for improved diagnostic capacity across diverse skin tones and body types.

09/23 - 05/25

Design Officer

Design x Health (RISD x Brown Collaborative Club) • Providence, USA

Co-led design and fabrication of STEAM kits for hospitalized children: developed a modular, self-assembly car toy for learning circuitry.

Coordinated with 15+ hospital partners across the New England region for pilot gifting and testing of the educational toy.

10/21

Logo Designer

National & International Awards • India + France

Winner, Government of Rajasthan Logo Competition: Designed official identity for “Prashasan Shehron Ke Sang” (Government with Cities), selected from 4,000+ entries; awarded by the Chief Minister of Rajasthan.

Grand Prix Winner, Paris DNA Design Awards: Recognized for concept and cultural integration in branding.

Logos are now in use across official government communications.

Certification

2025

Collegiate Teaching in Arts and Design (CTAD)

Rhode Island School of Design • Providence, USA

2020

Artificial Intelligence and Machine Learning

Indian Institute of Technology, Bombay • Mumbai, India

Awards

Industrial Design Health Fund, RISD (2025)

Maharam Fellowship, RISD and Maharam (2024)

Harvard CORE Participant Scholarship, RISD and Harvard (2024)

Fred M. Roddy Scholarship, RISD (2024)

Graduate Fellowship, RISD (2023-25)

Winner, Govt. of Rajasthan National Logo Competition (2021)

Grand Prix, DNA Paris Design Awards (2022)

Most Outstanding Project, Pearl Academy (2019)

Pearl Excellence Award (2017)

Exhibitions

Grad Exchange, RISD (2025)

Elements, Industrial Design Exhibit, RISD (2025)

Appendices, Discursive Design Exhibit, RISD (2024)

Oh Sh!t, Failures in Design Exhibit, RISD (2023)

Skills and Tools

UX & Product Design: Human-Centered Design, UX/UI Prototyping, Service Design, Interaction Design, Design Strategy, Journey Mapping, Accessibility (WCAG), Behavioral Design, Healthcare UX, Pediatric UX

Research & Innovation: Design Thinking, UX Research, Agile Teams, Stakeholder Engagement, Co-design, Heuristic Evaluation, Fogg Model, Systems Thinking

Tools & Platforms: Figma, Adobe CC, Framer, Rhino, Miro, Midjourney, Notion, ChatGPT

Fabrication & Sustainability: Biodesign, Biomaterials, Laser Cutting, 3D Printing, Cardboard Engineering, Lifecycle Mapping