



Gunjan Singh

Designer and researcher with experience in the domains of product innovation and development, strategic design and user research. Life-long learner challenged by wicked problems, driven by people focussed mindset and seeking roles that combine design, business and technology to craft future innovations.

WORK EXPERIENCE

PRODUCT DEVELOPER, INTERNATIONAL BACCALAUREATE

JUNE 2017- PRESENT

- Built the research strategy to improve a professional development product and the improved business process to deliver it by harmonizing current business processes across three regional teams. Carried out research in the discovery phase, defining needs and problems and collaborating with regional teams to identify and define opportunities. Delivered a streamlined business process that efficiency in request, organisation and delivery of the service proposition.
- Proposed and advocated on creating a digital design system for the organisation.
- Led and managed the development of two digital products wherein facilitated and participated in design sprint workshops with internal stakeholders and end users, translated user needs and observations into insights and an actionable development plan. Validated designs through usability testing. Developed user stories, backlog refinement and sprint planning with internal stakeholders using agile methodologies.
- Defined scope, set up and conducted qualitative and quantitative research to gather insights and established business cases in order to create the commercial product roadmap for the Primary Years Programme.

DIGITAL OPERATIONS COORDINATOR, APM TERMINALS

JANUARY 2016 - JANUARY 2017

- As product owner for the TOS Training Portal deployed to train new and old employees on the terminals, developed micro-learning modules fortified with gamification in collaboration with multiple internal stakeholders.
- As application owner for knowledge management and business processes management tools, set them up for organisational usage after end user research, on-boarded the support group, developed solutions for user adoption and training.

CREATIVE PARTNER, BUSYPENCILS

OCTOBER 2013 - DECEMBER 2015

- Defined the scope with clients, contributed to generation of concepts; designed and visualized scientific research and data; created strategic narratives and infographics. www.busypencils.com
- Consulted Service Science Factory to develop communication strategy for the first MOOC by Maastricht University and other service design projects.

PRODUCT OWNER, FEEDBACKFRUITS

DECEMBER 2014 - OCTOBER 2015

- Set up and conducted user and market research through interviews and workshops with key stakeholders and users. Developed user experience journey, translated user needs, observations into insights and an actionable design and development plan.
- Created a product development framework for creating and validating FeedbackFruits 2.0, a blended learning digital platform. Created and prioritised the backlog, participated in sprint planning.

COLLABORATION ENGINEER, ORANGETRAIL

OCTOBER 2012 - AUGUST 2013

- Researched organisational dynamics, business priorities and user psychology in client organisations. Gathered insights crucial for adoption of enterprise social networks in organisations and developed toolkits to promote productive collaboration.

CONTACT

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LANGUAGES

English(Professional proficiency),
Hindi (Native proficiency),
Dutch (Intermediate proficiency),
Spanish (Elementary proficiency),
Tamil (Elementary proficiency).

TOOLS

RESEARCH AND ANALYTICS TOOLS
Google Analytics, HotJar, PowerBI.

DESIGN TOOLS
Adobe InDesign, Photoshop, Illustrator.

CODING TOOLS
HTML5, CSS3, Processing.

COLLABORATION TOOLS
Confluence, Aha!, Basecamp, Slack.

SKILLS

User research

Qualitative Research

User Experience Design

Usability

Design Thinking

Quantitative Research

Design Strategy

Product Management

Scrum

Agile methodologies

Service Design

Design Management

User Journey Mapping

Trend watching

Data visualization

Information Design

Concept development

EDUCATION

MSc in Strategic Product Design,
2010-2012
Delft University of Technology,
The Netherlands.

Graduate Diploma in Textile Design,
2002-2007
National Institute of Design,
Ahmedabad, India.

CERTIFICATIONS

Google Analytics for beginners.
Certified Scrum Product Owner(CSPO) by Scrum Alliance.

PASSION PROJECTS

Social Innovator at Weareholis, August 2019.

As a part of the interdisciplinary Holis summer school, contributed to creating and presenting an actionable concept for CLARA - a recently established center for the rural future in the Odemira region of Portugal.

Co-organiser of Ethnoborrel, January 2019 onwards.

Organise events focussed on stimulating engagement and exchange among professionals working with ethnographic and human centred methods.

Trend Spotter at 360 degrees lab, Feb 2017-June 2017 .

Research and publish articles about life skills, productivity and technology on LinkedIn and Medium.

DESIGN RESEARCH

A research paper titled “Design, Meanings and radical Innovation: Designing for an informed future context” presented at the 4th World Conference on Design Research, IASDR2011, held in 2011 at the Faculty of Industrial Design Engineering of TU Delft in Netherlands.

Co-director of “ Design the new business”, a documentary on the state of design thinking in business, and business thinking in design in 2011.

A research paper titled” Who, When, Why, What and How of Decision making” presented at the Annual PDMA seminar in The Hague, Netherlands on the 22nd of June 2011.

