

Kshitij Palresha

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SUMMARY

Design Strategist and Service Designer with 3+ years of experience in creative strategy, community engagement, and experience design. Successfully led AI research projects, curated exhibitions, and enhanced user experiences for significant clients. Adept at systems thinking, co-creation, and integrating behavioral psychology into design research. Aim to leverage this expertise to drive innovative design solutions and strategic growth. I believe in emergent networks, bridging the present and the not-yet, unraveling probable futures through compelling storytelling, and reimagining our world.

WORK EXPERIENCE

LG AI Research x The New School

New York City

Design Strategist

Jan 2023 - Present

- **Led 5 research projects** exploring AI's impact on creative processes, creating a **community platform focused on AI ethics, governance, and creative rights**, which **increased awareness and engagement**.
- **Curated and managed The New School Art, Design, and AI Exhibition**, showcasing 15 creative projects and mentoring participants, resulting in **high attendance and positive feedback**.
- **Executed statistical analysis** on human-AI co-creativity using **benchmark studies, 2 virtual environments, and Constructivist grounded theory**, uncovering **insights into relational dynamics**.
- **Co-authored a research paper** based on 16 **user interviews, participatory design, and behavioral psychology**, featured at an **international conference**, with publication pending.

Cognizant Technologies Solution

Mumbai, India

User Experience Designer and Research Associate

Jun 2021 - Nov 2021

- **Collaborated with cross-functional teams** to **iterate Figma designs** based on user feedback, significantly **improving UX** for Johnson & Johnson's healthcare management platform.
- **Conducted user testing and agile design methodologies** with **5 data scientists and 6 doctors**, leading to **higher user satisfaction** for software interfaces and information architecture.
- **Delivered detailed reports and prototype screens** for the UI design project, ensuring completion within **time and budget constraints**, while meeting client quality standards.

CORE Experience

Bangalore, India

Experience Designer

Jan 2021 - Jun 2021

- **Facilitated workshops and A/B testing** to gather client feedback, enhancing **stakeholder engagement** and aligning with **project goals**.
- **Designed 5 artistic product prototypes** for the Museum of Art and Photography Bangalore, based on **extensive brand analysis**, culture, and value propositions.
- **Collaborated with the marketing team** to develop customer personas and **iteratively improve product designs**, boosting **customer satisfaction** and personalization.

Cereble Pvt Ltd

Maharashtra, India

Product Designer

Oct 2020 - Dec 2020

- **Managed four concurrent projects** to design, test, and execute **sports products for reflex training**, driving **cross-disciplinary action research** and implementation.
- **Led a cross-functional team** in campaigning, strategic planning, and content creation for product funding initiatives.
- **Developed targeted marketing strategies** through market research and trend analysis, leading to a **35% increase in Indiegogo campaign sales**.

Think Design Collaborative

Delhi, India

User Experience Research Intern

Jun 2020 - Aug 2020

- **Led a team of design interns** to prepare for the launch of a subdomain for the Meta Research project, **showcasing data and student projects** from the InternFromHome program.
- **Executed meta-data tagging, SEO analysis**, and creative use-case framing for 49 design research methods, improving **search visibility** and user engagement.
- **Utilized Airtable and Notion**, applying **Agile UX and Scrum** processes to generate multiple creative concepts, enhancing **team collaboration** and project efficiency.

EDUCATION

Parsons School of Design - The New School **New York**
MFA Transdisciplinary Design *Graduation Date: Date*

Unitedworld Institute Of Design **Ahmedabad, India**
B.Des in Product Design *Graduation Date: Date*

PROJECT EXPERIENCE

Prospect Park Alliance - Graduate Thesis **New York**
Project Lead

- Conducted 5 Experiments and Case studies across 3 parks in New York City
- Curated and executed observational research frameworks, using both qualitative and quantitative approaches, such as interviews, surveys, and co-creation workshops, to gather insights and unravel intersections of Social Cohesion
- Created an immersive experience artifact that reflects the diverse worldviews of the neighborhood park's residents and visitors
- Invited by Prospect Park Alliance to showcase and activate the Intervention on Earth Day for one of the Public Programs, inviting visitors to engage with and understand relational layers of cultural and historic Influence

Medium Research Articles **New York**
Author and Researcher

- Author for 4 articles on Medium exploring design thinking methodologies and application in real-world contexts, integrating principles of behavioral psychology to inform creative ways forward
- Investigate sustainable and just transitions, advocating for environmental and social considerations in product development and service design
- Collaborated with 3 industry professionals and design practitioners to contribute insights and perspectives on emerging trends and best practices in design research and speculative foresight

SKILLS & INTERESTS

Skills: User Experience (UX), Systems Design, Service Design, Industrial Design, Installation Art, User Journeys, System Mapping, Market Research, Ethnography, Exhibition Design, Wireframing, Service Blueprint, Business Models, Growth Strategy, Curatorial Practice, Competitive Analysis, Human-Centered Governance, Speculative Foresight, Human-AI Co-creativity, Art Direction, Sustainable Transitions, Data Visualization, Public Speaking, Facilitating, Assertive Resilience, Persuasive Empath, Active Listener, Adobe Creative Suite, Figma, Autodesk Fusion 360, Keyshot, Miro, Notion, Sketch.io, Microsoft Office Suite, Climate Justice