

MRINAL BHATIA

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Seasoned Design Strategist and committed researcher, keenly interested in AI and with experience in the built environment. Cultivates harmony among cross-functional stakeholders using strong collaborative and team management skills. Proficient in deriving design solutions, employing systems thinking, and utilizing design methodologies for integrated and seamless service experiences.

Experience

UX Researcher I Design for America, Chicago Jun 2023-Aug 2023
Summer Innovation Lab for Future of Work

- Conducted secondary research from 20 survey responses to identify hypotheses.
- Designed, prototyped, and presented an AI-driven enterprise application for holistic mentorship and growth for "Future of Work" recommendations at a national expo with 9 teams.

Valuation & Deal Financing Intern I Project Destined X CBRE, Chicago Jun 2023-Jul 2023
1618 N Tripp

- Engaged in 60+ hours of training in essential real estate fundamentals.
- Collaborated to create a robust 10-year cash flow projection, accounting for various growth rates, hold periods, and exit cap rates.

Senior Manager, Design Strategy I Godrej Properties Limited, Mumbai Oct 2018-May 2022
Clubhouse Design Strategy

- Conceived, developed, and led a corporate initiative, and calculated savings of \$6M to enhance resident experience.
- Collected, modeled, and analyzed data for 50+ clubhouses, and collaborated with 5+ cross-functional teams across 4 regions through 20+ workshops.
- Presented and communicated for continuous buy-in from 4 regional multidisciplinary stakeholders to implement data-driven design principles for amenity design.

Material Standardization

- Facilitated multiple 30-person workshops with stakeholders and cross-functional teams to enhance the resident experience, and contributed to overall savings of \$20+M.

Component Standardization

- Led a corporate initiative with 4 regional multidisciplinary stakeholder teams to standardize construction details and design guidelines to enhance the resident experience.
- Prototyped and facilitated an immersive experience with the management for implementation approval.

Self-Employed Interior Designer I MB Interior Architecture, Mumbai Jan 2015-Sep 2018
Inspirium Holistic Care

- Designed and executed spatial experience for children with autism, that empowers 200+ lives with 100+ monthly sessions.
- Researched and conducted 1 clinic observation, 4+ clinical contextual inquiries, and 2 interviews for a 400 sq. ft. clinic.

Commercial Interior Design

- Conceptualized, structured, detailed, and recommended design options to offer cost-effective solutions for projects ranging from 450-7500 sq. ft., costing \$120-\$420K.

Residential Design

- Project Managed for a residential development of \$3M, with a team of planners, designers, consultants & contractors.

Interior Designer I Cannon Design, Mumbai Aug 2011-Dec 2014
Tata Consultancy Services, Bhubaneswar

- Led, managed, designed, and budgeted interior design project within the \$2.7M target for a LEED gold-rated, 45-acre IT company campus, for 10,000+ employees.
- Mentored and supported the team from conception, through project handover.

Amity University, Dubai

- Co-programmed with the client for a 17-acre university campus.
- Led interior design for key spaces to create a differentiated student experience.

Cummins, Pune

- Co-facilitated workshops and focus group interviews over 5 days, with multidisciplinary teams to help recommend mobility ratios and space plan for a 217,000 sq. ft. facility. Proposed layout recommendations.

Aga Khan University, Karachi

Co-facilitated and conducted workshops with multidisciplinary teams and focus group interviews to understand and develop a unique workplace culture design over 1 month. Proposed layout recommendations.

Intermediate Interior Designer I RMW Architecture & Interiors, San Francisco Oct 2005–Jun 2010

- Led interior design projects, programmed, space planned, coordinated with consultants, budgeted, presented, prepared drawings, procured building permits, assessed technical bids, awarded contracts, and administered construction processes for commercial and healthcare projects ranging from 4000–25,000 sq. ft. Key clients include Berkshire Hathaway, Contra Costa County, and Concord Health Center.
- Conceptualized, planned, designed, detailed, and executed for tenant improvements for the historic SF Mart, property management companies like JLL, Cushman Wakefield, Tishman Speyer, Ellis Partners LLC, CBRE.

Intern I The Environments Group (Now with Perkins+Will), Chicago

Spring 2005

Intern I Solomon Cordwell and Buenz Architecture, Chicago

Fall 2004

Education

Master of Design I Institute of Design, IIT, Chicago

(Expected May 2024)

MBA I Stuart School of Business, IIT, Chicago

(Expected May 2024)

Experience with Academic Initiatives & Partnerships

Service Designer I Accenture

14 weeks I Fall 2023

- Conducted deep secondary research to understand civic engagement for electronic waste management
- Collaborated in producing experience strategy deliverables such as current and future-state journey maps, design principles, service blueprints, roadmap, and value proposition.
- Prototyped service experiences, tested hypotheses, and assumptions with user groups.
- Contributed to developing a strategic point-of-view narrative to support project delivery.

Innovation Designer, Project Coordinator I Reputed Beverage Company

14 weeks I Fall 2023

- Co-designed platform, and strategic roadmap to democratize qualitative research methods and leverage the platform's power for a continuous inflow of ideas, and insights and disseminate knowledge for regular training.

Co-founder for a venture building project I Blue Lotus

14 weeks I Spring 2023

- Featured in Fast Company's Innovation by Design Awards 2023, Blue Lotus aims to revolutionize menstrual wellness by leveraging technology and experience design.
- Conducted deep secondary research, co-conducted conjoint analysis with 10 users, assessed competitive landscape to derive market opportunity, and identified 250,000 target users, using TAM SOM SAM.

UX Researcher & Insight lead I Chicago Architectural Center

7 weeks I Spring 2023

- Structured and detailed research plan to engage with 22 participants to conduct 2 straight interviews, 7 in-context interviews, and 12 intercepts to help CAC enhance a seamless and inclusive visitor learning experience.
- Gathered insights, and recommended design principles for communication, content, and experience strategy.

Organizational Innovation I Tata Consultancy Services

7 weeks I Spring 2023

- Co-designed and proposed 5 experiments over 5 weeks within \$5000 budget to leverage existing capabilities and propose new ones to build a coherent knowledge ecosystem and an open innovation knowledge culture.
- Formulated baseline benchmarks and metrics of success with new roles and expertise required for each experiment.

Bachelor of Fine Arts-Interior Design I Harrington College of Design, Chicago

May 2005

Bachelor of Commerce I Narsee Monjee College of Commerce (University of Mumbai)

May 2001

Recognitions

- Fast Company's Innovation by Design Awards (August 2023)
- IBM Artificial Intelligence Practitioner Certification (August 2023)
- Financial Modelling Certification I Project Destined (July 2023)
- Godrej Legends Award I Best Design Initiatives (2021) and Best Cost-Efficient Design Project (2019)