

Shalini Moorthy

Service | Research | Design

Design thinking, combined with my academic background, has empowered me to create impactful designs that understand patterns, address needs, and make a positive difference in society.



EDUCATION

- 2021 - current **Masters in Design**
Strategic Design Management
National Institute of Design
Gandhinagar
- 2013 - 2017 **Bachelors in Design**
Fashion design
Faculty of Architecture
Manipal University (MAHE)

ACADEMIC PROJECTS

Sleep

Design research, Qualitative research, Virtual User interviews, Designing research tools, Gamification in research, Insights

Toyota design Challenge 2020

Urban logistics, Supply chain design, User interviews, Identifying the issues, Design solutions, Business model innovation

New Service Design

Service blueprint, User interviews, Prototyping, Testing

Human behaviour in ATM

User research, Psychology, User Interviews, prototyping, testing, Strategic behaviour change

TOOLS

Figma	Adobe Photoshop	Procreate
Miro	Illustrator	MS Office

COMPETENCE

Service design	UX Research
Design research	Social Innovation
Systems Thinking	Branding
Behavioural change	Research tools

ACHIEVEMENTS

- December 2016 **Mood Indigo**
1st place for best design team
- October 2012 **Debate**
1st place in Dakshin Karnataka debate competition

EXPERIENCE

- November 2018- **Fabric Monde**
November 2019 Designer and Business Developer
- January 2019 - **Zammilooni**
March 2020 Designer and Business Developer

INTERESTS

Dance	Debates	Oration
Sketching	Socialising	Travelling