



Ridhi Singhanian

Research | Strategy | Experiences

My Contact

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Education Background

- **National Institute of Design** | Present
Masters in Strategic Design Management
- **IIITDM Jabalpur** | 2022
Bachelor of Design
Result - 8.8
- **PAGE Junior College** | 2018
HSC
Result - 91%

Competence

Design Research	Qualitative Research
Service Design	Experiential Design
Behavior Change Design	UX Research
Design Strategy	Business Strategy
New Product Development	Systems Thinking
Public Speaking	Product Styling
Storytelling	Food Photography
Sense-making	Event Management
Effective Articulation	

Tools

Figma	Adobe CC	Miro
Microsoft Office	Procreate	ClickUp
Google Suite	BaseCamp	

Interest

Cooking and Baking	Poetry
Dancing	Networking

About Me

As a passionate designer committed to design-led processes for positive change, I bring an infectious energy and a people-centric approach to my work. My academic background equips me to understand behaviour, identify patterns, align the process to the given context, and address both tangible and intangible problems. I believe that the world isn't all atoms, but all stories - all we need, is to be able to understand the narratives.

Professional Experience

Design Consultant | HoneyVeda | Sept 23 - Oct 23

Conducted Design Audit to find gaps and opportunities, followed by Organisation Design which included Business Model Innovation and providing a Strategic Roadmap for the same.

Growth Manager | MasalaBox (EatFit) | May 22 - July 22

Lead New Product Development and growth strategy for their daughter brands CakeZone and HomeSe - Onboarded 50+ home chefs for HomeSe and increased monthly sales of Cakezone by 500%

UG Thesis & Experience Design Intern | OJI Story | Aug 21 - Apr 22

Undergrad Thesis Research Project on Humans, Food, and Intimacy - interviewed and interacted with over 230 people to observe the phenomenon of Symbolic substitution. Created 3 design solutions on the basis of the same.

Founder and CEO | Oh So Fresh | Jan 20 - June 22

Responsible for New Product Development, and end-to-end Sales and Marketing, onboarding over 25 clients and 40+ direct customers in a span of 2 months. Conceptualized, developed, and launched 3 product verticals with 22+ SKUs.

Summer Intern: Creative Lead | The Culinary Lounge | May 19 - July 19

Managed & organised events for Audi, Dr.Reddy's, The IndUS Entrepreneurs (TiE), Indian School of Business (ISB) and State Street. Responsible for Production design, Social Media marketing, Content Creation of blogs and design creatives.

Achievements

Student Body President | NID Gandhinagar | Present

Led the student community in conceptualizing, developing, and implementing campus-wide initiatives to foster community bonding.

Cultural Convenor | IIITDM Jabalpur | 2022

Spearheading the entire cultural fraternity for 3000+ students and organizing over 30+ events during the online pandemic semesters.

I-ACE (India-Australia circular economy) hackathon | 2020

Ranked among the top-5 teams globally for designing a product based service for milk packaging and delivery.

Landmark Forum | Alumni | 2018

Life Coaching and heightened development of Interpersonal skills.