

honey bajaj

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about me

I am an industrial designer by training and a design strategist by experience. Imagination, empathy and drive to invent & innovate have helped me identify patterns in human behaviour, learn from prototypes to invent & design user-centric products, service systems and frameworks using Design Thinking

education

Massachusetts Institute of Technology

Sloan School of Management and School of Engineering

Masters in Science in Engineering & Management | 2015- 2017

Srishti school of Art, Design & Technology, Bangalore

Product & User Interface Design | 2006-2010

Sri Venkateshwara College, Delhi University

B.A (Hons) english | 2004-2007

offices held

Executive Co-Chair for GWAMIT, feb 2016 onwards

- Graduate Women at MIT (GW@MIT) is dedicated to promoting the personal and professional development of graduate women.

awards and accomplishments

- Innovation Global Shaper : World Economic Forum 2015
- Tedx Speaker Pfizer Mumbai 2015
- Best Product Design Award in the Wellness category by Well-tech at 'Milan Design Week', Italy. Presented by the President of Milan for Embrace Infant Warmer - 2012
- Gold IDEA award from IDSA, in the category of Social Impact Design for Embrace Infant Warmer - 2012
- People's Choice Award at INDEX: Design to Improve Life for Embrace Infant Warmer - 2011
- Awarded a scholarship for 2 years professional diploma at Srishti School of Art, Design & Technology by IDIOM, Bangalore - 2011
- Commendation award by Srishti School of Art, Design & Technology in the discipline of Product & User Interface Design - 2011
- Best application design by Nokia for an application designed to empower the rural community of India at USID Challenge 2008

skills

- Project management
- Design Thinking
- Human factors research
- Human computer Interaction
- Photography
- Softwares: Adobe Creative Suite & CAD, Sketch

languages

English, Hindi, Bengali and Nepali

patent

US20150066119 A1 - Medical device for premature babies

Workshops

- 2014 - Design thinking workshops for over 30 startups at Hyderabad and 2000 across top engineering colleges in Telangana
- 2013 - Design thinking workshop facilitated for RIME - University of Michigan | SAP Labs | Srishti School of Design | Embrace Global | Embrace Innovations | Ryerson Futures Inc
- 2012 - Design thinking workshop for more than 2500 students in India at Ahmedabad, Delhi and Jaipur

experience

MIT Media Lab | Laboratory for Social Machines | Cambridge, USA research assistant, sep 2015 onwards

- Developed a communications platform to enable people in different parts of the world to overcome the dual barriers of illiteracy and poor network connectivity
- Human-directed and machine-refined platform to analyse millions of observations captured on the network, unearthing connections that impact decision making

Final Mile Consulting | Mumbai, India senior designer & behaviour architect, mar 2015 - aug 2015

- Designed and invented tools using behavioural economics and cognitive neuroscience to map human behaviour

Dr.Reddy's Laboratories | Hyderabad, India senior user experience designer, aug 2014 - mar 2015

- Enable patient-centric approach for innovation for all the business verticals at Dr.Reddy's across 50 countries
- Develop new proprietary products and service design for drug delivery systems in North America
- Conducted design thinking trainings and created an innovation program for Human Resources Department

Indian School of Business | Hyderabad, India senior design strategist, mar 2014 - aug 2014

- Mentoring early stage ventures and portfolio companies
- Inculcating design thinking culture in the entrepreneurial development program

Embrace innovations | Bangalore, India lead product & experience designer, mar 2010 - mar 2014

- Co-invented and invented an extremely affordable 'Infant warmer' for use at home and at medical facilities through design, manufacturing, and up to market release
- Served as de facto "Chief Designer" to the President of Rural Products
- Led and performed user research in multiple field trips to 16 states in India to meet users, doctors, and health care workers, conducting user and market research to map health care systems for the bottom of the pyramid
- Developed a deep understanding of the customer, including detailed market segmentation and purchase behavior, orchestrated product launches and go-to-market strategies, and led all corporate and product branding.
- Conducted design thinking trainings and created METHISO: Onboarding innovation program
- Designed customer experience and the customer care system
- Built high-performing design culture, identified and executed the optimal design strategy using an experimental approach. Orchestrated product launches and go-to-market strategies and product branding.
- Developed guiding documents for compliance with ISO 13485 and the Embrace Quality Management System