

honey bajaj

#5401, Lodha Park, Worli, Mumbai - 400013, MH, India

hbajaj.mit@gmail.com

www.honeybajaj.com

77009-30835

about me

I am a designer who is passionate about designing for scale and impact. Imagination, empathy and drive to problem solve have helped me identify patterns in human behaviour, learn from creating prototypes to build solutions, brands, products, design service systems and frameworks for creating impact.

To this day my work has impacted more than 50 million lives.

education

Srishti school of Art, Design & Technology, Bangalore

PhD Fellow | 2020 onwards

Massachusetts Institute of Technology, Boston

Sloan School of Management and School of Engineering

Masters in Science in Engineering & Management | 2015- 2017

Master in Sustainability Studies | 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

awards and accomplishments

- Awarded MIT D-LAB Scale up Fellowship Award 2017
- Awarded Inventor of the year | F2F San Francisco 2016
- MIT Legatum Fellowship 2015-2016
- 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
- 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

other skills

- Project Management
- Design Thinking
- Human factors research
- Human computer Interaction
- Photography

languages

English, Hindi, Bengali, Nepali

patent & papers

US20150066119 A1 - Medical device for premature babies

GHTC 2017: Smartphone based screening for neonates

Workshops

- 2017 - Design thinking workshops for over 30 startups at Harvard Innovation lab
- 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

TATA GROUP | Mumbai, India | oct 2017 onwards

Head of CX Design & Insights, CEO's Office | Tata Digital

- Building innovation pipeline for digitization of Tata Group.
- Heading the the UX and CX team for the Tata Neu Super App.

Head Special Projects, Managing Trustee's Office | Tata Trusts

- Designed, built and scaled the first data driven governance platform for the Maharashtra's Agriculture Department.
- Designed and built the first data monitoring center for mapping infant mortality and maternal mortality across Maharashtra.
- Built the first public health data aggregation center for the Govt.

Boston Consulting Group | Los Angeles

Design Lead, mar 2016 - sep 2016

- Built innovation pipeline for some of the Fortune 500 companies.

Final Mile Consulting | Mumbai, India

Senior UX Designer, nov 2014 - mar 2015

- Enabled user-centric approach and behavioural science methodology for call audits at CRISIL .
- Developed new proprietary products and service design for financial systems for a US Bank.
- Conducted design thinking trainings and onboarding with empathy as a program at Final Mile.

Indian School of Business | Hyderabad, India

Senior Design Manager, mar 2014 - aug 2014

- Mentored early stage ventures and portfolio companies.
- Conceptualised the Technology Entrepreneurship Program.

Embrace innovations | Bangalore, India

Lead Product Manager & UX Designer, dec 2009 - 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.
- 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

Microsoft research lab | Bangalore, India

UX Designer, dec 2008 - jan 2009

- Designed wikibabel, a framework for linguistic data. It involved devising a new potential user-interface and interaction platform for the Microsoft Operating System