

# honey bajaj

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## about me

I am a designer and MBA by qualification, innovator and inventor by experience. Imagination, empathy and drive to problem solve have helped me identify patterns in human behaviour, learn from prototypes to create strategy, brands, products, design service systems and frameworks for impact.

To this day my work has impacted more than 5 million lives.

## education

**Massachusetts Institute of Technology & Srishti school of Art, Design & Technology, Bangalore**

PhD Fellow | 2020 onwards

**Massachusetts Institute of Technology Integrated Design Management Program**

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

## awards and accomplishments

- Mission Garima Film | Best Film in the Public Service Announcement category at the prestigious Kyoorius Creative Awards 2020
- 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

## patent & papers

US20150066119 A1 - Medical device for premature babies

GHTC 2017: Smartphone based screening for neonates

## other skills

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

## languages

English, Hindi, Bengali, Nepali

## experience

**Tata Trusts | Mumbai, India**

**Lead Special Projects, Managing Trustee's Office, oct 2017**

- Conceptualized, 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.
- Invented and designed an AI based platform to diagnose pulmonary diseases in collaboration with MIT, Boston
- Supported the managing trustee's office in core strategy, business models, funding and portfolio reviews.

**Boston Consulting Group | Los Angeles**

**Design Lead, mar 2016 - sep 2016**

- Building innovation pipeline for Fortune 500 companies

**Dr.Reddy's Laboratories | Hyderabad, India**

**Senior Designer, aug 2014 - aug 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
- Setup an innovation studio Studio5B for the incorporating human-centered design in the organisation.

**Indian School of Business | Hyderabad, India**

**Senior Design Manager, mar 2014 - aug 2014**

- Mentored early stage ventures and portfolio companies
- Launched Technology Entrepreneurship Program

**Embrace innovations | Bangalore, India**

**Lead Product Manager & 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.
- Conducted design thinking trainings and created METHISO: Onboarding innovation program
- 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

## 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