



# Shweta More

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## Summary

A design strategist driven by unconventional and experimental approach of user research for business innovation. I believe that human needs are diverse and to cater those needs it's important to think through the lens of emotional intelligence and user's perspective.

## Experience



### Business Strategist

Raw Food Central

Apr 2022 - Present (7 months +)

- Conduct independent research on multiple aspects of products.
- Competitor research and analyzing the landscape of the product to come up with solutions that can help business growth.
- Working closely with the Operation Manager to ensure correct stock levels are available from central distribution area
- Responsible for maintaining and helping enforce the agreed brand standards for each unit.
- Keep records for Bill of lading, consistently review products delivered to ensure KPIs are met and take up any shortcomings with internal team to better up the process.



### Senior Designer

ENVOGUE INTERNATIONAL

Jan 2022 - Apr 2022 (4 months)

- Coordinated with external vendors to develop and test material from inception to production improving productivity in the manufacturing process by 20%.
- Organized information effectively by creating visual presentations in PowerPoint for internal use and external clients.
- Partnered cross-functionally with design and Merchandising team to procure critical design information related to material development of a style or product category.



### Designer

VCNY Home

Oct 2021 - Dec 2021 (3 months)

- Research emerging print and graphic concepts to design, create colorways and files to send out to production.



### Research And Development Intern

HAP Construction LLC

Jan 2021 - Mar 2021 (3 months)

- Responsible for conducting qualitative research to automate daily logs at a fast-paced, rapidly changing environment at residential construction site.
- Assisted in executing various mixed-methods research (1:1 in-person interviews, survey, user pain points).
- Collect and analyze user behavior through field visits, interviews with focus groups, ethnography, surveys, server logs and prepared lo-fi wireframes in Figma.
- Leveraged site analytics to identify growth opportunities, improving the site experience by 10% for safety managers.



## Design Strategist - Student consultant

Pfizer

Jan 2020 - May 2020 (5 months)

- Identified key stakeholders and analyzed risks and opportunities to create positive impact of healthcare and pharmaceutical industry after 100+ hours of analogous and qualitative research.
- Advanced research by identifying user personas, unmet needs, pain points, and co-created innovative product and service concepts to address the user needs.
- Validated research through journey maps, competitor analysis, landscape analysis, and flow diagrams to leverage customer experience, technology, and strategy
- Managed project tasks with rigid timelines as scrum master, driving team to remain focused and on time to meet goals.



## Senior Textile Designer

D'DECOR HOME FABRICS

Jan 2013 - May 2019 (6 years 5 months)

- Increased sales by 20% through providing tailored customer experience, driven by individual clients' needs, tastes and analyses of industry color trends.
- Led multiple projects and partnered with cross functional technical and sales team to develop new materials, demonstrating strong abilities in textile development and product creation process.
- Traveled 20% of the time with sales team for client meetings and presentations during international fairs for 5 years.
- Worked on trends and seasonal soft furnishing prepositions for leading home furnishing retailers worldwide - Landmark group (Middle East's leader in Retail & hospitality), Dunelm (UK's leading home furnishing retailer), Migros (Switzerland's largest retail company), CHF Industries, CB2, West Elm, Bed Bath, TJX (US clients).
- Owned product designs from concept through production, including identification of seasonal trends, design selection, coloration, sampling, material reviews, execution, and bulk approvals.

## Education



### Parsons School of Design - The New School

Master's degree, Strategic Design Management

Aug 2019 - May 2021



### National Institute of Design

Post graduate degree programme in design, Textile design

Jun 2009 - Dec 2012



### Sir J J School of Art

Bachelor's degree, Textile Design

Jun 2005 - May 2009

## Skills

- UX Research • User Focused interview & surveys • Communicating user research findings • Customer Journey Mapping • User Need • Customer-focused Service • Digital Transformation • Figma
- B2C e-commerce • Analytical Skills

## Honors & Awards



### Commitment to Sustainability - John L. Tishman Scholarship

Feb 2021

Awarded John L. Tishman Scholarship based upon my exemplary commitment towards sustainability. This award was with regards to my project that considered recycling of textile waste and how might we plan and execute a better tomorrow with using circular business model.