Kaushik Panchal

Design Strategy Leadership

Kaushik Panchal is an accomplished user experience design leader, working across mobile, TV, web and print for some of the most notable companies in technology. Collaboration, design thinking, prototyping and leadership are core components of his process. He has held design lead positions at companies including Apple, Yahoo & Method, creating intuitive and compelling experiences.

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Intersection Director of Design — 9/2016 - Present

Leading digital design projects that connect devices, data, digital services, and the built environment of cities and districts. Creating digital / physical experience strategy and service / product design.

Independent Lead User Experience Designer — 1/2010 - 8/2016

Led user experience and strategy projects for a wide range of clients from large scale multi-platform broadcasters to start-ups. Created strategy plans, concept models, prototypes and detailed design for user interfaces.

Buscada Creative Director / Principal — 3/2001 - Present

Design | Place | Dialogue
Buscada works on commissioned, collaborative and independent projects. We use design and research in multiple media to engender dialogue between communities and individuals.

Method Vice President of User Experience — 11/2007 - 11/2009

Led the User Experience practice for Method in NYC. Developed user experience team and led cross-disciplinary teams on large-scale projects for organizations including PBS, CNN and Scholastic. Created a set of best practices for design process and am integral to new business development.

Apple Lead Interaction Designer — 7/2006 - 10/2007

Lead Interaction Designer for the online store's interaction design team. Created new UI solutions by developing conceptual models, leading across groups and through regular collaboration with the online store executive team.

Yahoo Senior Interaction Designer — 8/2004 - 6/2006

Interaction design team lead on projects from SBC Yahoo! Browser to Yahoo! Member Center. Developed first prototypes for Yahoo! TV applications and new strategies for Yahoo! search.

Funny Garbage Senior Interaction Designer — 3/2000 - 7/2004

Creative lead and architect on a wide variety of web and interactive TV projects, with clients ranging from Bloomberg.com to the New York School of Visual Arts.

BBC Multimedia Designer — 6/1998 - 3/2000

Designed interactive pilots / broadcast services, and was an integral part of the first BBC Wimbledon interactive broadcast.

Hardlight Multimedia Designer — 1/1995 - 6/1998

Designed and architected CD-ROM interactive experiences. Created motion transitions, 3D models and programming database back- and front-end interfaces.

Skills

Information Design/Architecture
Graphic user interface design
Creative team lead
New business development
Prototype development

Education

1990 - 1994
Product Design BSc (Hons) 2:1
University of Westminster