

MANSIGUPTA

I am a **design strategist, storyteller and entrepreneur**. I have designed games to research women's reproductive health habits in Indian villages. I have piloted interventions to reduce open defecation in urban India. I have built my own sustainable product brand, TRMTAB. I have worked alongside some of the best creative minds at Google, Mother New York and the School of Visual Arts. I have seen the messy realities of an Indian factory while managing their product development & design team. In a previous life, I have taught computer science to kids using robots. While creativity is at my core, my reliability makes sure that **I get things done**.

EXPERIENCE

Behavioral Designer, FINAL MILE CONSULTING Mumbai, India

As a design researcher & strategist at Final Mile, I used cognitive neuroscience and behavioral economics to influence human behavior via design across social and commercial domains

Cofounder, TRMTAB New York, NY

TRMTAB is a cleverly designed, upcycled collection of leather goods
www.trmtab.com

VP/Product Development & Design, PRACHI LEATHERS Kanpur, India

I built and managed the design team at Prachi Leathers, a leather goods manufacturer, and helped acquire large three clients over four seasons

Strategist & Researcher, MOTHER NEW YORK New York, NY

Researcher & Concept Developer, IDEO & EBAY New York, NY

Enterprise Associate, GOOGLE INC. MTV, CA

EDUCATION

SCHOOL OF VISUAL ARTS
MFA in Products of Design New York, NY

ARSUTORIA SCHOOL
Footwear Pattern Making & Prototyping Milan, Italy

BRYN MAWR COLLEGE
BA in Computer Science & Economics Bryn Mawr, PA

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SKILLS

Design: User Research & Experience, Design Strategy, Concept Development, Systems Visualization

Software: Adobe Creative Suite

Language: English & Hindi

PRESS

TRMTAB: Core 77, PFSK, Inhabitat, ELUXE Magazine

MINE Condoms: FastCo Exist, PFSK, Design Taxi

PUBLICATIONS

Co-author, "Using Robots to Introduce Computer Programming to Middle Schools," Grace Hopper Conference Paper

Co-author, "Designing Personal Robots for Education: Hardware, Software & Curriculum," IEEE Pervasive Computing Journal, Vol 7, Number 2.