

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

Designer & Strategist, INDEPENDENT CONSULTANT

May '17 - Present

I design user-research projects, experiences, storytelling strategies, visual language and communications for non-profits, start-ups and creative teams. Recent clients include EasySize, Parivartan, Red Scout, IDfy, Community and Verdes.

Behavioral Designer, FINAL MILE CONSULTING, Mumbai, India

January '16 - May '17

- Clients: USAID, Surgo Foundation, Colgate | Project Space: Urban Sanitation, Healthcare
- Design and execute research frameworks & games to discover drivers of human behavior
- Design concepts and interventions to influence behavior and decision making
- Spearhead intervention pilots and develop testing frameworks to measure impact
- Translate project findings to policy recommendations and program proposals

Co-founder, TRMTAB, New York, NY

January '13 - Present

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

- Designed, prototyped and implemented an upcycling system in a factory
- Developed new collections of upcycled leather products
- Created visual & brand identity including naming, logo, photography, & video storytelling
- Crowdfunded TRMTAB and raised \$25,602 by pre-selling over 60% of initial inventory
- Created a social impact arm for the project and raised enough funds to send 10 factory employee daughters to school for one year

VP, Product Development & Marketing, PRACHI LEATHERS, India

June '14 - June '16

- Created sales strategy by building an in-house product range for targeted customers
- Expanded customer base by adding 3 new clients through marketing efforts
- Managed sample development teams to assure smooth prototyping process

Strategist & Researcher, MOTHER NEW YORK, New York, NY

June '13 - August '13

- Clients: Target, Google, MacMillan Publishers
- Conducted user research to design launch and experience projects towards key audiences
- Composed and presented strategic briefs to guide creative development & ideation
- Supported senior strategists in creating presentation materials for client pitches
- Developed communication plans across audiences and media channels as project outreach

Design Researcher & Concept Developer, IDEO & EBAY, School of Visual Arts

Fall '12

- Conducted field research to gain insight into current social commerce trends
- Prototyped concept sketches to visualize the digital/physical gap in e-commerce
- Delivered concept ideas for an "eBay pop-up" via video storytelling

Enterprise Associate, GOOGLE INC., Mountain View, CA

June '10 - July '11

- Managed large enterprise accounts by developing solutions for key technical issues
- Served as liaison between Enterprise customers & engineering teams for product issues
- Collaborated with cross-functional teams to develop scalable solutions and features for the enterprise product suite

see:

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EDUCATION

SCHOOL OF VISUAL ARTS, New York

MFA in Products of Design

Courses: Design Research, Systems Design, Business Structures, User Experience, Video Storytelling

ARSUTORIA SCHOOL, Milan, Italy

Shoe Pattern Making & Prototyping

BRYN MAWR COLLEGE, Bryn Mawr

BA, Computer Science & Economics

(Magna Cum Laude & Departmental Honors)

SKILLS

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

Software: Adobe Creative Suite

Language: English & Hindi

PRESS

TRMTAB: Core 77, PFSK, Inhabitat; Summer 2014

MINE Condoms: FastCo Exist, PFSK, Design Taxi; Winter 2014

AWARDS

Core77 Design Awards, Student Notable
National Science Foundation Grant
Grace Hopper Scholarship
Research Experience for Undergraduates
Computing Research Association Grant

PUBLICATIONS

Co-author, "Using Robots to Introduce Computer Programming to Middle Schools," Grace Hopper Conference Paper, October 2008

Co-author, "Designing Personal Robots for Education: Hardware, Software & Curriculum," IEEE Pervasive Computing Journal, Vol 7, Number 2, April 2008