

THEJASHWINI D

STRATEGIC DESIGN / AI-AUGMENTED EXPERIENCE / SERVICE DESIGN / 8 YEARS

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WORK EXPERIENCE

Gravity One / Experience Design Strategist

India · Mar 2023 – Jul 2025 · Innovation and Design Consultancy

AI-Augmented C-Suite Leadership Playbook

RESEARCH Facilitated discovery workshops with C-suite stakeholders to surface leadership challenges and identify where GenAI augmentation could shift decision-making quality and speed.

DESIGN Designed the playbook end-to-end — from insight synthesis to visual narrative — embedding GenAI tools directly into leadership workflows. Used agentic prototypes to pressure-test recommendations before delivery.

OUTCOME Delivered a scalable playbook adopted by executive teams to navigate AI integration, accelerating strategic alignment across functions.

SPMO Benefits Register — GenAI Product Design

RESEARCH Mapped existing benefits management workflows via stakeholder interviews, identifying data gaps and reporting friction across programme teams.

DESIGN Led end-to-end product design integrating GenAI capabilities for automated reporting and insight surfacing. Delivered service blueprints, UX flows, and high-fidelity prototypes through iterative testing.

OUTCOME Shipped a GenAI-powered benefits management product that reduced manual reporting effort and improved portfolio visibility for programme leadership.

Finance Bank Digital Transformation

RESEARCH Diagnosed operational inefficiencies in a small finance bank through contextual research and stakeholder interviews across core workflows.

DESIGN Designed targeted service and digital interventions using system maps and strategic frameworks to surface transformation pathways.

OUTCOME Delivered a design-led roadmap that directly informed the bank's digital transformation strategy and operational redesign.

Department of Health — Strategy Visualisations

DESIGN Translated complex public health transformation initiatives into clear, layered strategy visualisations for government and cross-functional stakeholders.

OUTCOME Enabled effective communication of transformation programmes across policy, clinical, and operational audiences.

Infosys / Experience Design Educator

India · Aug 2019 – Aug 2020

- Designed and delivered a UX Bootcamp curriculum for graduates from NID, IITs, and tier-2 institutions — spanning research through high-fidelity prototyping and pitch.
- Mentored projects end-to-end, coaching teams on translating user research into testable prototypes and compelling design narratives.

Rhode Island School of Design × Infosys / Strategic Design Teaching Assistant

India · Sep 2018 – Jul 2019

- Co-facilitated 4-week and 8-week Strategic Design Programs at Infosys Leadership Institute, Mysore, with the Rhode Island School of Design Center for Complexity.
- Trained multiple cross-functional cohorts in systems thinking and strategic design methodologies.

UX Engineer

India · Oct 2014 – Aug 2018

- Built high-fidelity prototypes aligned with Material Design guidelines, accelerating Android development cycles.
- Introduced agile methodologies within .NET teams, improving collaboration and enabling on-time delivery.

EDUCATION

National Institute of Design

MDes — Information Design
2020 – 2023

IIM Visakhapatnam

PGPEM — Strategy & Leadership

Global Academy of Technology

B.E. — Electronics & Communication
2010 – 2014

SKILLS & EXPERTISE

STRATEGY

Strategic Portfolio Mgmt
Enterprise Strategy
Operating Model Design
Governance Design

PRODUCT

Product Strategy
Product Discovery
AI Product Design
Experience Architecture

SYSTEMS

Systems Thinking
Service Blueprinting
Knowledge Graph Design
Value Stream Mapping

TRANSFORMATION

Organizational Change
Stakeholder Alignment
Adoption Strategy
Enterprise Enablement

RESEARCH

Discovery workshops
Stakeholder interviews
Thematic data analysis
As-Is journey mapping
Ecosystem & systems mapping
Persona development
Benchmarking

DESIGN

Service blueprints
Information architecture
Data visualisation
Interaction design
Gamification
Agentic workflow design
High-fidelity prototyping
Strategy visualisation

TOOLS

Figma · Adobe XD · Illustrator
Miro · QGIS · Framer
Gen AI tools (ChatGPT, Claude)

- Created instructional courseware grounded in learning science principles for technical training programmes.

ACADEMIC PROJECTS

Jubilant FoodWorks / UX Design Intern

India · Sep 2022 – Mar 2023 · During MDes, NID

Domino's Custom Pizza Maker — VR Experience

DESIGN Conceptualised and prototyped an immersive VR experience enabling customers to build custom pizzas, from concept to high-fidelity prototype.

OUTCOME Pitched a business case targeting high-frequency delivery users, demonstrating a path to increased pizza sales through experiential brand engagement.

PUBLICATIONS & RECOGNITION

Systems Thinking Perspective on Chronic Health Disease Patient Identity ↗

Systemic Design Association · Research & Systems Thinking

Minors Killed in War Zone ↗

Information is Beautiful Awards · Data Visualisation

CERTIFICATIONS

Strategic Design Program

Rhode Island School of Design × Infosys

Front-End Developer Nanodegree

Udacity

APPROACHES

Systems thinking
Strategic design
Design thinking
Speculative design
AI-augmented workflows
Double Diamond
Doughnut Economics

AWARDS

Infosys Insta Award x4

AKIDO App · Learning Platform
Android Prototyping · UX Bootcamp