

JESAL SHAH

EXPERIENCE

Project Leader + Strategic designer
Study Climate program, TU Delft
November 2020 - present (6 months)

Developing the strategy for the 10-year long program which aims at shaping educational policies at TU Delft with a focus on student well-being. Developing a vision for student guidance service system and a roadmap to achieve that vision.

Speaker
Dutch design week
October 2020

Presented my work at Van Berlo x Accenture's Forward/ Responsible design track during Dutch design week 2020.

Graduation thesis
Gemeente Rotterdam, ENRGISED Consortium
Feb 2020 - Aug 2020 (7 months)

Developed a toolkit and framework including persuasive behavior change strategies for the municipality to activate residents towards the upcoming energy transition in Netherlands.

Student Researcher for Prof. Rebecca Price, TU Delft
Nov 2018 - Mar 2020 (1 yr, 5 months)

Analysed the macroeconomic demonetisation policy of the Indian government through a human-centered design lens. Explored how design can help in anticipating and alleviating social losses during socio-technical transitions.

Strategic Design Intern
Transavia Airlines, Netherlands
Sept. 2019 - Jan 2020 (5 months)

Developed a digitalisation strategy for the technical & maintenance dept. upon analysis of the current supply chain. Carried out ethnographic research to map the employees' journeys and to identify opportunities to increase job satisfaction.

Industrial Designer
Foley Designs pvt. Ltd., India
Nov 2015 - Jun 2018 (2 yrs. 8 months)

Worked on projects ranging from Industrial Products, Electronic Appliances, FMCG products, Packaging design, Wearables & Process Innovation projects. Involved throughout the research, opportunity mapping, design, execution, vendor & client management steps of all projects.

Product Design Intern
Graduation thesis
Foley Designs pvt. Ltd., India
Jul 2015 - Nov 2015 (5 months)

Designed a range of technical motorbiking gear and accessories as a part of Myntra-MotoGP tie-up. My project helped the organization to extend their design expertise to apparels and create a new revenue stream.

Product Design Intern
Ergoform Design, India
Jun 2014 - Jul 2014 (2 months)

Developed a smart storage system for kitchens.

EDUCATION

Msc. Strategic Design
Delft University of Technology
Sept 2018 - Aug 2020
Awarded Cum Laude
Final project - 9.5 /10

Bachelors in Product Design
Maeer's MIT Institute of Design, Pune, India
Jul 2011 - Mar 2016
CGPA: 7.57

Class 1-10, *2 - CBSE Board
Navrachana Higher Secondary School, Vadodara, India
1999 - 2011
Distinction and proficiency in Physics, Chemistry, Mathematics and Economics

EXPERTISE

User + Market research & analysis
(Quantitative + Qualitative methods)
Trend Analysis
Context + Culture mapping
Opportunity mapping
Journey mapping + Service blueprinting
Giga mapping (System mapping)
Systemic design + thinking
Future Visioning
Ideation + concept development
Value proposition development
Strategy development
Roadmapping
Prototyping (Physical + Digital)
Creative facilitation
Facilitating Multidisciplinary stakeholder dialogue and Transdisciplinary Action

TECHNICAL SKILLS

Adobe Suite : Photoshop, Illustrator, Indesign, Premiere Pro
Wireframing: Adobe XD, Figma, Invision
Solidworks
Keyshot
Microsoft Office
Sketching: Sketchbook pro (Wacom)
Visual Thinking

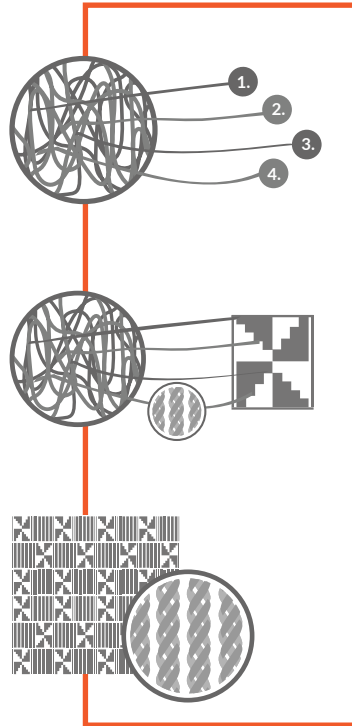
JESAL SHAH

STRENGTHS

Have a knack of **simplifying / untangling complexity and prioritisation**

Unearthing deeper meanings, insights, patterns & **translating these into actionable items, opportunities, innovations, complete wholes, narratives.**

I pride myself in easily being able to **swap between big picture thinking and a detail-oriented mindset**; and connect these together.



LANGUAGES

English - Full Professional proficiency
IELTS Academic Score: 8.5 taken in Aug 2017

Hindi - Professional proficiency

Gujarati - Native language

French - Beginner

Dutch - Recently started learning

PATENTS & PUBLICATIONS

Patent Pending

Surface Enhancement Processes for various substrates

Patent filed on 2017/12/14 with Intellectual Property India; Filing number: 201741045077

Research Paper

Design as a means to transverse transition silos - Working Paper

<https://lnkd.in/dn3GZPh>

EXTRA CURRICULAR ACTIVITIES & ACHIEVEMENTS

Participated in Master of Strategy Trip

Stockholm, 2019

A week long study trip organised by Studio360 with 3 business cases for Ericson, Pond Design and Itch

Participated in Cases on tour + Other case days

Netherlands, 2019

Day long cases for companies like Koppert, Ahrend, RAI, Rabobank etc.

Recipient of Holland Scholarship 2018

Event head during Quasar (Annual festival @ MIT, Pune)

2013 & 2014

Initiated and organised major events during the college festival for both the years.

Completed 6 levels training in Hindustani Classical Music vocals with distinction

2011 - Vocals + Harmonium

Volunteer for Teach for India workshop

2010

Represented India at International Choral festival, Missoula, USA, 2006

School prefect (2008) + Captain of the Basketball and Tennis Team in high school (2009).

Participant and winner in several interschool and interhouse singing, dancing, drama, painting, flower arrangement etc. competitions.

REFERENCES

Mr. Jacco Kwakman | Gemeente Rotterdam
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Dr. Rebecca Price | TU Delft
R.A.Price@tudelft.nl

Mr. Michael Foley | Owner, Foley designs
michael@foleydesigns.com

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