Soumil Panwar
User Experience Design & Strategy

Phone: (646) 956-6715
Email: soumildesign@gmail.com
Portfolio: www.soumilpanwar.com

EDUCATION

Masters of Science
Strategic Design & Management
Parsons School of Design, New York
Aug 2021-May 2023
• Dean's Merit Scholarship: 75% of the tuition.
• Research Assistant, Student Assistant

Bachelors in Design
Product Design
IIIT Jabalpur, India
Aug 2016- May 2020

EXPERTISE

Design Skills
Sprints, Road Mapping, Branding, Service Blueprinting, Storyboarding, Business Modeling, Ethnography, Interviewing, Insight Synthesis, Journey Mapping, Wireframing (low-fidelity), Digital Prototyping (high fidelity), Usability Testing, Wizard of Oz, Workshop Facilitation

Soft Skills
Leadership, Collaborative teamwork, Public Speaking, Pitching, Human-centered design

Tools
Illustrator, Premier Pro, Adobe XD, Miro, Mural, Sketch, Figma, Rhino, Keyshot

ACHIEVEMENTS

Hackathon Winner | 2021
Beat the Pandemic by MIT
Project: Clear Care

Hackathon Winner | 2021
D'Source Covid Design Challenge by IITB and NID
Project: Rail Saarthi

Patent Granted | Jan 2022
Design of a frugal washing machine

RnD Grant | 2019
Received $12,000 for design and development of Saarthi, a self mobility vehicle for the wheelchair bound

ABOUT ME

I am a **compassionate product designer** who thrives on discovering innovative solutions to complex problems. With expertise in comprehensive design research and analyzing intricate data, I synthesize complex information to distill the fundamental essence of intricate problems and translating them into impactful products and experiences.

PROFESSIONAL EXPERIENCE

Northwell Health
Student Product Designer   **Jan 2022 - May 2022**
• Conducted insight generation workshops with product managers and UX researchers to understand business requirements and regulatory constraints.
• Proposed adaptations to enhance digital user journeys, improving inclusivity and accessibility for Northwell patients.
• Implemented 17 touchpoints in patient journeys, reducing specialized care time by 40% and saving $30 million annually by minimizing no-shows.

YUJ Designs
User Experience Designer   **Mar 2021 - Aug 2021**
• Led the redesign of the YUJ intranet, introducing the 'Individual Development Plan' for performance assessment and strategic decision-making.
• Created user journey maps, wireframes, and prototypes for digital products, resulting in the acquisition of 3 new clients.
• Developed a streamlined personal lending ecosystem, reducing loan approval time to 2 minutes through in-depth research and co-creation.

D'Scope Design Studio
Founded by Soumil Panwar   **Aug 2020 - Aug 2021**
• Established a design thinking-led strategy consulting studio focused on digital and service innovation.
• Facilitated product discovery and road mapping workshops, onboarding 7 clients.
• Redesigned corporate websites and digital products, incorporating user research and co-creation, and devised brand positioning and marketing strategies.

Rites and Bites Inc.
Product Design Intern   **Dec 2019 - Jun 2020**
• Carried out global interviews and strategized a Kickstarter campaign to position VendX, a vending machine service.
• Articulated a business case for VendX, creating micro-entrepreneurs using disposable vending machines.
• Prototyped and tested mobile applications, simplifying customer, maintenance, and vendor journeys.

National Innovation Foundation
Design Research Intern   **May 2019 - Dec 2019**
• Conducted ethnographic research to identify challenges faced by rural construction labor communities.
• Co-created frugal load bearing devices to empower communities to solve their own occupational challenges.
• Developed 'Saarthi,' a low-cost electric mobility solution for wheelchair-bound individuals in rural areas.

PROJECTS

Explorean: Transforming Intent of Investments in Young Investors
Developed a game-based investing platform to empower young investors with financial literacy and promote ethical investing for long-term systemic impact and monetary gains.

Predictive Expense Tracking Tool for Banking Applications
Researched financial habits of 40+ users to create a goal-based expenditure monitoring application for Gen Z, promoting a behavioral shift towards savings.

Toss-It: Collective Action for Plastic Waste
Pioneered a mobile application that incentivizes New Yorkers to treat plastic waste as currency by selling empty coke bottles for over $2, fostering collective action and involving stakeholders from apartment complexes and production companies.

Rail Saarthi: Containing the Spread of COVID-19 in Indian Railway Stations
Developed an emergency response web application for busy railway stations during the peak of COVID-19 pandemic, streamlining essential physical interactions and ensuring the safety of travelers.