

Arushi Juneja

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Curious about people. Driven by business goals. Excited about connecting the dots through design

RELEVANT WORK EXPERIENCE

Research and Strategy Consultant, Rural Odyssey

AUGUST 2016 - MAY 2017 | Delhi, India

Helped ideate and prototype ideas for a new business direction that targeted an untapped market; Designed qualitative research for existing business

Qualitative Research Consultant

AUGUST 2016 - JUNE 2017 | Delhi, India

Worked with Purple Audacity and their clients to translate business and innovation objectives to research objectives, conducted fieldwork, generated themes, and brainstormed to arrive at proposition statements for offerings.

Senior Research Manager, Purple Audacity

JANUARY 2015 - JULY 2016 | Delhi, India

Was responsible for end to end project management including client interfacing; Designed and conducted qualitative people research studies for new product development, brand equity, strategy, changing mindsets, concept testing and more; Helped client consider different directions and offerings based on research; Worked across diverse industries

Research Executive, Hansa Research

MAY 2013 - DECEMBER 2014 | Mumbai, India

Assisted and later conducted exploratory and diagnostic qualitative research studies for product testing, naramatic evaluation, pre-launch assessment. Responsibilities included writing proposal and research instruments, conducting fieldwork, analysis and report writing

KEY CLIENT PROJECTS

Rethinking the scooter category

Designed and led ethnographic research among 4 psychographic segments, creating a framework for marketing, engineering and design team to plan innovative products.

Understanding Youth mindset

Designed and led workshops to understand youth's ideas about aspirations, success, failures, relationships, brands and celebrities to help client recruit, plan narratives and symbols in communication.

Healthcare for pregnant women in Indian villages

Conducted a string of research studies around neonatal mortality, diseases, breast feeding, family planning in villages in Bihar, Jharkhand, Uttar Pradesh.

Improving the family court experience

Conducted research with multiple stakeholders, to plan design interventions that help alleviate some reasons for stress in a highly tense environment. Solutions are currently being implemented in a phased manner by DHS.

EDUCATION

Institute of Design

MDM

Expected graduation 2019 | Chicago

Carnegie Mellon University

MA Design

Class of 2018 | Pittsburgh

Welingkar Inst. of Management

MBA Business Design

Class of 2013 | Mumbai

R.V. College of Engineering

B.E. Computer Science

Class of 2009 | Bangalore

SKILLS

Research

Research Design | Research Instruments | Focus Groups | In-context Immersions | In-depth Interviews | Workshops | Online moderation | Observation Research
Analysis | Direction Recommendations

Synthesis tools

User journeys | Personas | Affinity Maps
| Empathy Maps | Opportunity matrix

Softwares

Adobe Illustrator | Adobe XD | Adobe InDesign | After Effects (Beginner)
DialogFlow

CERTIFICATIONS

IDEOU, From Ideas To Action

5 week online course on bringing ideas to life through ideation and prototyping

Acumen, Design Kit

An online course for human centered design