

# TANVI KANAKIA

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I have the spirit, courage and imagination of a designer balanced with the critical and analytical thinking of a business mind. I help companies thrive in the face of change by inventing new products, services, experiences and systems that are strategic and high-impact. Focusing on the people side of innovation, I help businesses reconnect in a humanistic way to their core – their customer.

## // EDUCATION

### MS Candidate Strategic Design & Management

PARSONS SCHOOL OF DESIGN, NEW YORK | 2019

### BDes. Visual Communication, Exhibition Design

NATIONAL INSTITUTE OF DESIGN, INDIA | 2014

### Exchange Program at School of Interior Architecture

ÉCOLE NATIONALE SUPÉRIEURE DES ARTS DÉCORATIF, PARIS | 2013

## // INVOLVEMENT + RECOGNITION

### ADOBE TUTOR, UNIVERSITY LEARNING CENTRE

THE NEW SCHOOL, NEW YORK | OCT 2017-PRESENT

Design and lead Adobe Illustrator, Photoshop and InDesign workshops for groups of over 30 students. One on one tutoring for students from different disciplines and different levels of proficiency with the software.

### RESEARCH ASSISTANT, VISUALIZING FINANCE LAB

THE NEW SCHOOL, NEW YORK | SEP 2017-PRESENT

Creating communication strategies for the lab that is exploring ways in which complex financial situations and dynamics can be explained through visual, metaphorical and narrative representations.

### GUEST SPEAKER

PARSONS SCHOOL OF DESIGN, NEW YORK | JULY 2018

### BRANDING WORKSHOP

ISDI PARSONS, MUMBAI | MARCH 2016

Designed and conducted a branding workshop for a class of second year graphic design students.

### IN-BOOK WINNER OF KYOORIUS STUDENT DESIGN AWARDS | 2014

### RATAN TATA FOUNDATION GRANT | 2011

### GOVERNMENT OF MAHARASHTRA SCHOLARSHIP | 2010

## // SKILLS

Experience Design, Storytelling, Qualitative Research, User Insights, Data Synthesis and Visualization, Human-Centered Design, Experience Mapping, System Mapping, Rapid Prototyping, Iterative Testing, Brand Strategy, Innovation Strategy, Design Thinking

## // WORK EXPERIENCE

### INVENTION INTERN, FUTURE LABORATORIES

JUN-AUG 2018 | NEW YORK

Part of a multidisciplinary team working towards transforming the lived experience of millions of Americans in or on the brink of poverty. Creating a systems level intervention in the complex problem space.

- Helped direct design research, synthesis and assumption testing to establish project direction and scope
- Identified opportunity areas with maximum leverage that aligned with company goals

### CO-FOUNDER & DESIGN LEAD, THE DESIGN GRID

MAR 2016-AUG 2017 | MUMBAI, INDIA

Led the client relationship and a multi-disciplinary team on over 15 projects to create end-to-end solutions. Balanced the brand vision, user needs, business goals and technological feasibility.

- Crafted coherent, engaging user experiences ranging from brand identities, physical spaces to digital products
- Developed and facilitated workshops to identify opportunities and co-create experience strategies that aligned with the business goals
- Improved efficiency and team collaboration by implemented time management and project management systems
- Co-ordinated with internal and external teams to manage project schedule with fast-paced deadlines

### VISUAL DESIGNER, INTERSPACE SOLUTIONS

AUG 2015-MAR 2016 | MUMBAI, INDIA

Transformed strategic direction into effective and functional design artefacts to create unique brand experiences.

- Designed cohesive brand identities and guidelines across physical and digital touch-points
- Translated and extend existing brand guidelines to new experiences and collaterals
- Articulated design concepts and directions to the team and clients

### COMMUNICATION DESIGN CONSULTANT

JUN 2014-AUG 2015 | MUMBAI, INDIA

### RETAIL DESIGN INTERN, FITCH

JAN-MAY 2014 | MUMBAI, INDIA

## // TOOLS

Adobe Illustrator, Photoshop and InDesign  
AutoCAD, SketchUp, Kumu, Keynote