


Hi, I'm **aditi wagh.**

DESIGN RESEARCH | COMMUNICATIONS | SOCIAL INNOVATION
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education

GOOGLE UX DESIGN | JUL 2021-PRESENT
Professional Certification, COURSERA

MA, SOCIAL DESIGN | 2018-2019
Maryland Institute College Of Art - MICA,
Baltimore | Maryland
Thesis - How might we create a culture
where every student feels valued?

MA, MASS COMMUNICATION | 2010-2012
Symbiosis Institute Of Media &
Communication, Pune | India
Thesis - A Sociological Study of a Denotified
tribe of Gujarat 'The Dafer'

BA, SOCIOLOGY | 2007-2010
The Maharaja Sayajirao University of Baroda,
Vadodara | India

skills

RESEARCH + SYNTHESIS

Human Centered Design + UX Research
Ethnography + Qualitative Research
Data Analysis + Visualization
Community Engagement + Rapport Building

COLLABORATION + IDEA BUILDING

Facilitation + Storytelling
Leadership + Team Building
Writing + Communication Design
Ideation + Rapid Prototyping
Digital Media+ Dissemination Strategy

TECHNICAL

Adobe InDesign + Illustrator
Mural + Miro
Wordpress + MonkeyLearn
Canva + Piktochart + Prezi

community service

CO-FOUNDER & PEDAGOGY

Goonj Youth Initiative | DEC 2012 - MAR 2014

- Planned and executed a pilot to create a safe space for underprivileged children and offer life-skills + supplementary education using non-traditional teaching methods.

experience

DESIGN RESEARCHER

Maryland Institute College Of Art | OCT 2019 - MAY 2020

- Collaborated with diverse stakeholders via contextual inquiry, focus group discussions and ideation sessions to design student-centered tools for pedagogy + staff application.
- Facilitated workshops for Program Directors + the Staff to share key insights and recommendations.

SOCIAL DESIGN FELLOW

Emocha Mobile Health | NOV 2018 - APR 2019

- Engineered qualitative + design research to strategically identify opportunities for D2C product offering through stakeholder mapping, in-depth interviews, analogous research, rapid prototyping and team collaborations.

DESIGN RESEARCHER & STRATEGIST (MICA CSD PROJECTS)

Johns Hopkins School of Nursing | AUG 2018 - DEC 2018

- Conducted research + synthesis, ideation and prototype development to improve digital training + transition to on-board the project team of the globally growing 'CAPABLE' program.

Greater Baltimore Medical Center | AUG 2018 - SEP 2018

- Designed a consent-based communication model to simplify inter-departmental patient transfer process through hierarchy mapping, body storming and systems thinking.

The Mayor's Baltimore Innovation Team | SEP 2018 - OCT 2018

- Executed field observations + interviews and presented recommendations + findings to assist the Innovation team better understand the problem of vacant housing.

COMMUNICATIONS MANAGER

Prerana Anti-Trafficking | JUL 2017 - JUL 2018

- Directed anti-human trafficking communication + advocacy efforts and developed the digital Anti-Trafficking Resource Center.
- Managed the development of several deliverables via field visits, in-depth interviews and community-building sessions.

SR. OFFICER, COMMUNICATIONS

Watershed Organisation Trust | JUL 2014 - AUG 2016

- Handled communication with pan-India teams + global partners and developed insight-driven print + digital deliverables based on ethnographic research, expert interviews and secondary research.
- Supervised social media + blogs and assisted with media advocacy.

COMMUNICATIONS CONSULTANT

VONIZ INC. | MAR 2012 - JUL 2013

- Led content development and creative writing for a networking website, assisted with product testing + wire-framing.