

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

DESIGN RESEARCH | STRATEGY | SOCIAL INNOVATION  
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## education

### 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 + Design Thinking  
Ethnography + Qualitative Research  
Empathy Exercises + Power Analysis  
Community Engagement + Rapport Building

### COLLABORATION + IDEA BUILDING

Facilitation + Storytelling  
Leadership + Team Building  
Writing + Visualization  
Ideation Exercises + Rapid Prototyping  
Social 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, organized and executed a project 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 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.