

# Harsh Wardhan

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An **empathetic human** and a **user advocate** who loves connecting the dots, finding & telling compelling stories. **Design leader** with a robust **human-centered approach**, **strategic thinking**, and a bigger picture vision with an eye on the details.

## Experience

**Design Strategist, Product Design Team** Aug 2019 - Present  
**FORD MOTOR COMPANY | DETROIT**

- + Using human-centered design to inform and develop now, near, and far innovations.
- + Collaborating closely with Ford's leadership, planners, marketers, and engineers to effectively integrate innovations into the business strategy and product cycle plan.
- + Project planning, managing, and executing with design thinking process integration.
- + Leading the design and facilitation of workshops with multiple stakeholders, including Ford's senior leadership, at different stages of the projects.
- + Conducting research to uncover our current and future customers' mindsets and identify opportunity areas for the business. Leading analysis and synthesis of findings to create concepts for products and services.

Mar 2019 - May 2019

**Consultant, Design Research & Strategy**  
**FINABLR | CHICAGO**

- + Led primary research to understand challenges around innovation strategy and execution across multiple industries. Synthesized the findings into actionable insights.
- + Interfaced with the FinablR senior leadership and innovation team to develop user journeys, innovation tools, engagement models, and collaboration protocols.
- + Designed and built early prototypes of an innovation system for the FinablR internal program. Developed early prototypes of the digital portal for the innovation system.

Dec 2018 - Jan 2019

**Consultant, Design Research**  
**CONVENE | CHICAGO**

- + Conducted contextual field visits and stakeholder interviews in collaboration with Convene's in-house strategy and the real estate team.
- + Defined opportunity areas for Convene's business in the Chicago market.

Jun 2018 - Aug 2018

**Consultant, User Experience Design & Research**  
**CONVENE | NEW YORK**

- + Performed ethnographic research & testing for company's mobile application- Elevate.
- + Designed application features and UX, created wireframes and testable prototypes.
- + Worked with the Strategy and Innovation team to develop design concepts and scenarios using research findings and insights.

Sep 2016 - Jun 2017

**Head of Design**  
**SCRA2CH MEDIA PRIVATE LIMITED | INDIA**

- + Led user research and co-created the digital experience strategy for the company, which resulted in a five-fold increase in the online community of Scra2ch.
- + Co-led user experience design for the website.

Aug 2015 - Jun 2017

**Co-founder, Architect, Designer**  
**TEEPOT STUDIO | INDIA**

- + Created user experience for Android applications and responsive websites.
- + Optimized design process by using participatory design methods with stakeholders.
- + Developed VR experiences for the user-engagement and feedback sessions.

Oct 2012 - Dec 2014

**Creative Head-Remote**  
**11 MONKS TECHNOLOGIES PRIVATE LIMITED | INDIA**

- + Collaborated with the UX team to create UI designs and user experience flow.
- + Designed content that helped to achieve over 100,000 engagements on social media.

## Education

**Certificate, Disruptive Strategy** 2020-2020  
Harvard Business School

**Master of Design,** 2017-2019  
IIT Institute of Design,  
Chicago, USA

**Bachelor of Architecture,** 2010-2015  
Birla Institute of Technology  
Mesra, India

## Awards & Honors

**CEO's Recognition, Future Strategy** 2020  
Ford Motor Company

**Recognized Alumni in Design,** 2020  
Birla Institute of Technology

**Undergraduate Architecture Thesis** 2014  
Highest honors by external jury.

**Innovation in Architecture,** 2014  
INSDAG 2nd place (National Level)

## Leadership

**Mentor - Design Research** 2020  
Think Design Collaborative

**Speaker - Innovation & Design Thinking** 2019-2020  
Service Design Conference &  
4 International events.

**Graduate Teaching Assistant** 2018  
Digital Service Design, Illinois Tech

**Co-chair, NetworkID** 2017-2018  
IIT Institute of Design

**Mentor- Photography** 2011-2015  
Birla Institute of Technology

## Publications

**Researcher, Lead with Purpose** 2019  
Design's role in realizing executive vision

**Author, 3D Printing and Tomorrow** 2016

**Co-author, 'Ecstasy or Anxiety'** 2016  
Healing by Architecture.

**Co-author, Think, Define, Design** 2016  
Design in Everyday Life

## Skills

Design Management  
Project Leadership  
Facilitation & Co-creation  
Experience mapping  
Design Research  
User Experience Design

## Tools

Choice Cascade  
Disruptive Strategy  
Sketch, Figma  
Adobe Photoshop  
Adobe InDesign  
Microsoft Suite