

# Harsh Wardhan

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

## Experience

**Design Strategist, Product Design Team** Aug 2019 - Present

### FORD MOTOR COMPANY | DETROIT

- + Project planning, managing and execution with Design-Thinking integration.
- + Developing now, near, and far innovation strategy for the company's heritage brands.
- + Conducted primary research and secondary studies to uncover the emerging mindsets of our future customers. Formulating guiding principles and concepts for Ford's products and services based on the research learnings.
- + Collaborating closely with planners, marketers, and engineers to effectively integrate the innovations into the product and cycle plan.

**Consultant, Design Research & Strategy** Mar 2019 - May 2019

### FINABLR | CHICAGO

- + Conducted primary research to understand innovation process and challenges.
- + Interfaced with the Finablr 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 portal for the innovation system.

**Consultant, Design Research** Dec 2018 - Jan 2019

### CONVENE | CHICAGO

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

**Intern, UX Design and Research** Jun 2018 - Aug 2018

### 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.

**Head of Design** Sep 2016 - Jun 2017

### SCRA2CH MEDIA PRIVATE LIMITED | INDIA

- + Co-created the digital experience strategy for the company which resulted in five-fold increase in the online community of Scra2ch. Designed user experience for the website.

**Co-founder, Architect, Designer** Aug 2015 - Jun 2017

### 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.

**Creative Head-Remote** Oct 2012 - Dec 2014  
(UI & visual communication design)

### 11 MONKS TECHNOLOGIES PRIVATE LIMITED | INDIA

- + Collaborated with the UX team to create UI designs and flow. + Created visual content that helped to achieve over 100,000 active 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

**Undergraduate Architecture Thesis** 2014

Highest honors by external jury

**Innovation in Architecture, INSDAG** 2014

2nd place (National Level)

## Leadership

**Mentor - Design Research** 2020

Think Design Collaborative

**Speaker - 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 central role in realizing  
executive vision

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

**Co-author, 'Ecstasy or Anxiety'-** 2016

Exploring the Spiritual Dimension  
of Architecture.

**Co-author, Think, Define, Design:** 2016

Design in Everyday Life

## Skills

Design Management  
Project Leadership  
Facilitation & Co-creation  
Ethnographic research  
Experience mapping  
User experience design

## Tools

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