

# Sahana Narendran

SOCIAL IMPACT DESIGN | DESIGN THINKING | INNOVATION



I am a social impact designer who enjoys decoding complex human problems and designing innovative solutions to them. While my interdisciplinary undergraduate training has taught me to research problems from different angles, my varied work experiences ranging from tech to social impact has made versatility central to my design praxis. Ultimately, what matters most to me is to be able to impact a few lives and build more intuitive, innovative and inclusive communities through design.

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Portfolio: sahananarenx.com



## EXPERIENCES

### Product Designer & Manager

Aveti Learning, India / June 2023 - Present

- Ideated, designed and led team of 4 to develop a study app for non-English speaking rural learners based on consumer insights from 20+ user interviews
- Secured a position in Google's Global Sustainable Dev Startup Accelerator — competing against startups in 70+ countries — by developing a compelling Business Pitch
- Undertook comprehensive design research to identify primary gaps in rural teaching. Research methods included 30+ interviews, observations and detailed literature review on UNESCO surveys
- Designed and launched Aveti X: a service initiative that brings global guest lectures to 6000+ vernacular speaking rural students
- Provided weekly design mentorship sessions and conducted a company-wide design workshops

### UX & Interaction Design Intern

Workhall, Bangalore / Jul 2021 - Jul 2022

- Prototyped 40+ Figma screens to design Workhall's Brand Community
- Undertook UX Content Writing for 40+ pages in Workhall's Website
- Crafted a 120+ pg User Guide to improve customer experience for Workhall's product
- Created a 30+ page User Guide for Vivas.AI - Low-Code AI/ML app builder
- Speaker at Company's Design Community - House of Design

### Educational Course Designer

WEBOLIM Sitalakshmi Gurukulam, Bangalore / Jun 2021 - May 2023

- Designed psychology courses for tenth graders and prepared 6 students for their board exams, helping them score between 70-90% in their exams
- Conducted weekly classes on Ramayana and Indian culture to children in 3 countries for 5+ years
- Created 10+ edu presentations on Indian sciences based on literature reviews of Sanskrit texts
- Designed websites and other graphic marketing assets

## EDUCATION

### BSc Open Degree (Hons)

The Open University, UK / 2020 - 2023

- First Class Honours (4.0 GPA)
- Courses : Business Management, Entrepreneurship and Innovation, Strategic Management, Arts and Humanities, Storytelling, Philosophy
- Conducted literature reviews and authored 20+ essays and case studies in the above domains
- Virtually led team of 6 to develop a business venture plan as part of a business venture challenge

### Schooling

AECS Magnolia & BVM Global, Bangalore / 2015 - 2017

- Head Girl - 2017
- House Captain - 2016
- House Captain - 2015 (School House Championship Winner)

## VOLUNTEERING

### UX/R for Good

Starting July 17 2024

## PUBLICATIONS

Authored the book *Metamorphosis & Self-published on Kindle*

Authored Epilogue of the Book *The Sarasvatī Epoch published by Garuda Publications*

## ACHIEVEMENTS & AWARDS

Delivered Corporate Lecture in Vuram Technologies

Delivered 15+ Lectures on Indian Culture in 3 different languages

Duke TIP's Asset Talent Scholarship Award

Released a single 'Calypso'.

## SELF TAUGHT

### Interaction Design Foundation

Membership ID: 154524

### UX Design - 7 Certifications

Google - Coursera

### Data Visualization Nanodegree

Udacity

### Responsive Web Design Essentials - HTML5, CSS3 & Bootstrap

Udemy

## PROFESSIONAL SKILLS

Design Thinking  
Design Research  
Wireframing & Prototyping  
UI Design/ Visual Design  
Data Visualization  
HTML5, CSS3, Bootstrap  
Product Management  
Strategic Management

## SOFT SKILLS

Independent Learning  
Leadership  
Versatility  
Big Picture Thinking  
Critical Thinking and Analysis

## TOOLS

Figma  
Adobe Photoshop  
Adobe Illustrator  
Whimsical  
Affinity Designer  
Tableau  
Flourish  
Powerpoint

## LANGUAGES

English  
Tamil  
Hindi  
Sanskrit  
German

## DABBLE

Creative Writing  
Painting & Sketching  
Psychology  
Singing  
Public Speaking  
Yoga