

# PRIYUM MACWANA

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## Design Strategist | Communication Designer

5+ years of experience as a Design Consultant with a focus on strategy, development and project execution. Proficiency in Research, Insight Generation, Strategy Formulation, and Ideation.

## EDUCATION

**Masters:** Strategic Design and Management, CGPA: 3.92, Parsons School of Design, USA, May 2023

**Bachelors:** Communication Design, ISDI Mumbai, India, June 2018

## WORK EXPERIENCE

**Design Strategist - Research Assistant** | Parsons School of Design, NY **09/2022–05/2023**

- o Organized and Conducted Literature Analysis in Appreciative Inquiry, proposed framework in Program Design for a new graduate-level course 'Organizational Change Lab', guided by Prof. Mariana Amatullo, PhD.
- o Led Planning, Road mapping and conducted Competitive Analysis for multiple projects including conducting an in-depth analysis of books for a book proposal.
- o Managed social media content production promoting a prior publication on LinkedIn increasing traffic by 150%.

**Design Strategist** | Parsons School of Design, NY **01/2022–05/2023**

- o Led Ideation and Brainstorming in Speculative Design for NASA, by prototyping partnerships around Human Health, Fitness, and Safety in Low Earth Orbit. Key member of the pitch presentation team.
- o Designed Business Mentorship programs in the emerging Cannabis industry in New York by identifying 3 opportunity spaces through 30+ moderated in-depth interviews and workshops, ultimately partnering with Canna Bronx to implement the program. Project awarded the Aronson Fellowship.

**Communication Design Strategist** | Vivek Amberkar Product Design, Mumbai, India **01/2019–08/2021**

- o Collaborated with tire manufacturer Bridgestone to design an innovative, low-cost tire tread measurement tool for car owners, enhancing the retail model of 'Bridgestone Select' by empowering customers to make informed and engaged purchase decisions. Initial distribution started with 50,000 copies.
- o Revitalized B2C communications at retail stores nationwide in India by leading a design project for consumer appliances manufacturer Crompton. Collaborated with the market research team to generate insights into consumer purchase patterns and developed a new design standard for the 'Decor Fans Catalogue', applying a consumer-centric approach in print and digital media.
- o Led regional Art Direction and Design for an Asian Paints marketing campaign. Conducted contextual and landscape research, participated in concept development and collaborated with interior designers, illustrators, color experts and language translators to create a culturally-rooted color guide. Created a print and digital approach, helping increase brand awareness.
- o Art Directed and Illustrated a premium print calendar for Pragati Press, India's leading printing press. Featured in their prestigious calendar collection distributed to major clients nationwide, enhancing their outreach.

**Brand and Design Strategy Consultant** | Freelance, India **01/2017–08/2021**

- o Collaborated with cross-industry professionals to brainstorm and pitch a VR Experience for the 'Help Delhi Breathe' Campaign, raising awareness about Delhi's air pollution. VR experience reached 140k people on Facebook, contributing to the larger campaign's success.
- o Conducted exploratory research in market and competitive analysis as part of a team of 3. Based on Insights, designed and developed packaging and a brand identity system for dairy goods in Tier 2 markets in India.
- o Provided design consulting support and created presentation pitch decks for Maker's Asylum India which successfully raised €100,000 in funds.

**SKILLS:** Project Development and Management, Art Direction, Brand Strategy, Competitive Analysis, Brand Identity Development, Visual Communication, Contextual Research and Analysis, User Experience Design, Information Design, Print and Digital Design, Packaging Design, Social Media Management, Organization and Planning, Creative Storytelling, Prototyping, Storyboarding, Presentation and Communication.

**SOFTWARES:** Adobe Creative Suite, Microsoft Office Suite, Blender, Unity 3D, C# for Unity, Miro, Mural, Canva, Figma, Keynote.