

APARNA ASHOK

ABOUT ME



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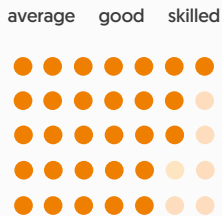


www.aparnaashok.com



SKILLS

Design Research
Innovation Strategy
Experience Design
Business Coaching
Facilitation



AWARDS & HONOURS

- 2013: American Express Leadership Academy Graduated for emerging leaders in indian non-profit sector
- 2007 - 2011: Davis UWC Scholarship & President's Scholarship, Luther College



LANGUAGES

English - Native
Malayalam - Native
Hindi - Working proficiency
Spanish - Elementary proficiency

EDUCATION

MA in Digital Experience Design

Jan 2017 - present

Hyper Island | Manchester, UK

Thesis: Ethics in emerging technologies (in progress)

B.A in Anthropology (Honors)

2007 - 2011

Luther College | Iowa, USA

Cumulative GPA: 3.6/ 4

Thesis: Documentary "Active Compassion: Our role for a better world"

Exchange Program

2010 - 2011

Nottingham University | Nottingham, UK

International Baccalaureate Diploma

2005 - 2007

Mahindra United World College of India

EXPERIENCES

Design Strategist

Jan 2016 - Jan 2017

Robosoft Technologies | Mumbai, India

Emotion engineering and design

Analysed business requirements and conceptualised the product and user experience strategy for digital products with a focus on mobile apps. Produced two DESIGNNEXT events - aimed at bringing together the design community in Mumbai.

Project Manager

May 2015 - Dec 2016

Maati Baani | Mumbai, India

Managed Music Yantra, a digital series featuring 70+ international artists, done exclusively through online collaboration.

Built a database of artists and facilitated collaboration for select songs.

Managed relationship with artists from initial contact till publishing.

Development Manager

Mar 2014 - Apr 2015

Barefoot Acupuncturists | Mumbai, India

Offline mobile application for monitoring and evaluation

Designed and implemented offline eHealth platform in slum clinics in 6 months for seamless data capture and impact evaluation. Evaluated user needs through participant observation. Liasoned between a team of developers and users to ensure successful adoption of the tech solution. Conducted team trainings and implemented reporting practices to increase operational efficiency.

Incubation Associate

Oct 2011 - Feb 2014

UnLtd India | Mumbai, India

Incubator for social startups in India

Conducted risk assessment and identified critical gaps in 100+ organisations that apply for support every year. Capacity built 10+ organisations in core business areas, with 3 graduating to growth level in a year. Coached entrepreneurs through the early years of building their venture.