

Vinay Pandurangappa

Senior Strategic Designer

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A creative strategist, an innovation consultant, and a seasoned Design-thinking practitioner, facilitator, working at the intersection of humans, technology, and businesses. I specialize in rapid problem discovery, customer research, and strategic design to uncover actionable insights with data-backing for human-centered outcomes and business growth in complex, emergent systems.

My expertise spans digital disruption, service design, innovation and new venture creation across industries, including power, utilities, consumer products, medtech, fintech, and/or with AI-driven solutions. I help organizations from Zero-1-Launch and build robust business cases and deploy scalable, measurable solutions aligning with the broader organizational and team goals while integrating new technologies and research methodologies for the modern day.

What makes me an ideal candidate?

With relevant business, design experiences for over 7 years, I bring a wealth of industry expertise and leadership skills to guide the team through innovative growth while supporting the team and the organization's needs, objectives at the forefront. Given the opportunity, I can lead the next design journey adding value to clients, organization with modern methods and technologies.

EXPERIENCE

Entergy, Senior Strategic Designer, CX

July 2023 - Present, New Orleans, USA



- Owned and launched end-to-end customer interactive programs like Demand response programs, Residential Customer engagement, Outage journey mapping, Wildfire preparedness, using research, strategy, uncovering insights and launching through pilots, and commercializations.
- Spearheaded multiple CX, UX initiatives, driving improvements in customer satisfaction and engagement using Qualtrics, J.D. Power, Bellomy together with design tools like Figma, Miro, Lucid
- Embedded data-driven approaches to customer experience management through the use of NPS scores and building customer experience dashboards with qualitative & quantitative data.
- Facilitated workshops, fostering creative and design-thinking mindset across cross-functional teams.

ThinkPlace, Strategic Designer

May 2022 - September 2022, New York, USA



- Developed an interactive platform for visualizing cutting-edge technologies such as AI, NLP, and ML.
- Tailored strategies, frameworks and methods in specific organizational contexts for research and business activities.
- Utilized visual thinking and synthesis sessions to communicate business and service design processes.

Intuit, Senior Interaction Designer

October 2020 - September 2021, Bangalore, India

INTUIT

- Improved the tax filing process, resulting in a 30% increase in user confidence, and took ownership of the entire user experience.
- Leveraged empathy to identify user experiences and pain points, which led to the creation of an efficient invoice generation flow.
- Collaborated with Product Managers and Developers to transform insights into effective UX/UI designs and facilitated usability tests with user flows, wireframe prototypes and concepts.

Eleva Sports, Product Designer

November 2017 - August 2020, Mumbai, India

ELEVAR

- Applied Design Thinking methodologies to spearhead innovation in sports and ecommerce.
- Conducted comprehensive market research to identify areas of opportunity and understand changing attitudes, behaviors, and market trends among customers.
- Transformed research findings into compelling narratives through the use of personas, customer journey maps, data visualization, and engaging storytelling on website and social media platforms.
- Fostered a creative, customer-centric culture, by leading 3 designers and helped expand the team.

EDUCATION

Parsons School of Design, The New School (2021-23)

New York, USA

Masters in Strategic Design and Management

Indian Institute of Science (2015-17)

Bangalore, India

Masters in Product Design

Bangalore Institute of Technology (2011-15)

Bengaluru, India

Bachelors in Mechanical Engineering

ACHIEVEMENTS

Diverse Energy Professional, 2025
[AESP, Annual Conference](#)

Healthcare Patent, 2025
[Ventilated Socket Prosthesis](#)

Impact Award x2, 2024
[Innovation, Entergy](#)

Departmental Honors, 2023
[The New School](#)

Top 30 Innovators, 2019
[India Innovation Growth Program](#)

Semi-Finalist, 2018
[Design Impact Awards, TATA](#)

SKILLS

Amplitude: Strategic Design, Business Design, Product Strategy, Service Design, Design Thinking, Market Synthesis, System thinking, Facilitation, Insights, Customer Experience Strategy, NPS management, Journey Mapping, Revenue Modeling

Processes: Research, Ideation, Industry Benchmarking, Stakeholder mapping, SWOT, PESTEL Analysis, Conceptualization, Prototyping, Usability Testing, Low-High Fidelity Mockup, Product Development,

Tools: TheyDo, FifthRow, Microsoft Word, Xcel, PowerPoint, SharePoint, Power BI, Power Automate, Qualtrics, Snowflake, Figma, Wix, Lucid, Airtable, Miro, Mural, Adobe Suite,