

SHREYA MAHESH

Researcher | Service Designer

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I design human-centered services by combining systems thinking, UX research, and strategy. With experience across real estate, education, and public health, I turn complex insights into practical, empathetic design solutions.

WORK EXP

Full time - PropVR - Squareyards

July (2024) - May (2025)

Led User Research | Market Trend Analysis | Product Documentations | Product Analysis | Service Design | Developed and Executed Social Media Campaigns

Research Consultant - DreamBridge

April - June (2024)

Secondary Market Research | Research Reports.

Part-time - 10X Impact Labs

Feb - May (2024)

Qualitative Research | Conducted market and audience segmentation research | Developed data-informed content frameworks

Intern - Udhyam Learning Foundation

June - Nov (2023)

Secondary Research | Qualitative Data Analysis Synthesised Insight into Action Points | Built Maps and Visual Presentations

Intern - The Build Inc

March - May (2023)

User Research | Market Research and Trend Analysis | Content Strategy | Content Creation | Competitor Research | Visualised Case studies and Reports

SKILLS

UX Research & Strategy

Mixed-Methods Research (Qualitative & Quantitative), Journey Mapping, Usability Testing, Hypothesis Generation, Service Blueprinting.

Service & Systems Design

Ecosystem Mapping, Business Model Design, Impact Assessment, Co-creation Workshops, Systems Thinking.

Strategic Analysis

SWOT, PESTLE, Competitor Benchmarking, Behavioral Insights, Market Trend Analysis.

Tools & Platforms

Figma, Adobe XD, Miro
Google Workspace, Microsoft 365

Complementary Skills

UX Writing, Research Report Writing, Workshop Facilitation, Visual Communication.

ACADEMIC COLLABORATIONS

Education: Srishti Manipal Institute of Art, Design and Technology

Major: Business Services and Systems Design (2020 - 2024)

- Business Design Lab Member - A Faculty-student Initiative
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1. Creative Intervention – Mindful Scoops

Collaboration with NIMHANS & FEDINA

- Designed a community-based outreach campaign that de-stigmatized mental health conversations in Bangalore's urban slums. Conducted extensive primary and secondary research to understand user behavior and social barriers, leading to the creation of a mobile mental health cart equipped with educational materials and helpline resources.

Key Skills: Field Research · Qualitative Analysis · Service Design · Behavioral Insights · Community Engagement

2. Service Design Project – Digireka

Preventive Health Education for Children

- Developed a service and business model aimed at educating children about cardiovascular health through interactive learning experiences. Engaged multiple stakeholders, mapped journeys, created service blueprints, and designed life-size games to raise awareness in local communities.

Key Skills: Service Blueprinting · Stakeholder Mapping · Prototyping · User Testing · Business Model Design

3. Research Fundamentals – The Story of Kandanghi Weave

Indian Handwoven Textile Research (Chettinad Cotton)

- Conducted in-depth secondary research on Chettinad cotton textiles to explore cultural significance, evolving market trends, and consumer patterns. Applied SWOT and trend analysis to assess opportunities for traditional Indian weaves, resulting in a published research chapter for academic reference.

Key Skills: Secondary Research · Cultural Analysis · Market Trends · Report Writing · Strategic Thinking

4. Client Collaboration – Research & CRM Strategy

Email Drip Flow Design for Market Expansion - EarthBaby

- Worked in a team of four to build a CRM strategy and email drip flow for a firm expanding into international markets. Conducted secondary research and designed landing page iterations, combining strategy and creativity to deliver a cohesive digital outreach plan.

Key Skills: Market Research · CRM Design · Content Strategy · Visual Design · Collaboration

5. Interim Project – Life-Size Bamboo Installation

- Collaborated with a multidisciplinary team to design and construct life-size bamboo structures for an institutional exhibition. The installation, which explored spatial design and sustainable material use, was later gifted to the CEO of Kirloskar for display in their personal collection. The project emphasized iterative prototyping, material experimentation, and aesthetic detailing to achieve both structural integrity and visual impact.

Key Skills: Prototyping · Material Research · Spatial Design · Collaboration · Sustainable Design