

Naylee Nagda

University of Southern California
**BSc: Art, Technology and the
Business of Innovation**
2015 - 2019

I am interested in combining my passion for people, design and strategy to develop solutions that solve a need.

Portfolio: www.naylee-nagda.com
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Relevant coursework

Rapid Visualization, Animation, Business Strategy, Anthropology, Web development, Designing for Experiences, User Research, Experimenting with AR and VR and physical computing

Skills

Design: Adobe Suite, 3D Animation, Final Cut Pro, Mixed reality production, Data visualization, Maya, Unity

Prototyping: CSS, Javascript, React, WebGL, C++, Arduino, SQL, Php, Processing, Sketch, Framer, Invision, Marvel

Business: SEO, Analytics, Social Entrepreneurship, Project Management, Business canvas model

Strategy: Design Thinking, Ethnography research, IDEO Design Toolkit

Languages: English, French, Spanish, Kiswahili and Gujarati.

Relevant Experience

2020 | Co-founder and Lead Developer- Tazzama, Kenya

Tazzama creates virtual art spaces for emerging Kenyan creatives.

2019 - 2020 | Design Research & Strategy Intern- Adidas, Portland

Designed and executed research around inclusivity and principles of circular economy in the retail space. Hosted ideation sessions and converted in-field research into relevant findings and prototypes.

2019 - Present | Community Prototyper- IDEO, Kenya

Supported OpenIDEO Challenge finalists in the education and healthcare sector with guidance ranging from concept ideation to reframing and validating assumptions.

2018 | Service Design & Strategy Intern- Fjord, Los Angeles

Researched and developed digital and physical product strategies around the area of intelligent transportation.

2018 | Design Strategy Intern - MIT Senseable City Labs, Singapore

Carried out qualitative research about the cultural behavioral dynamics in the travel industry for the South East Asian market. Synthesized findings and articulated insights into human-centered data visualization concepts.

2018 | Experimental Designer – Jovrnaslim, Mexico & Qatar

Designed award-winning virtual reality, augmented reality, photogrammetry and immersive journalistic storytelling experiences. Partners include NYT, KCRW and the Qatar government.

2017 - 2018 | Service Designer – CancerBase, Los Angeles

Applied HCD principles to develop a platform which improved the data collection experiences for cancer patients.

Academic projects

2019 | Thesis: Urban Street Vending in Los Angeles

Assembled, trained and led a student team to take a deep dive into the eco-system of the Los Angeles Street Vending community. Synthesized insights from the field to fuel design and digital prototyping sprints.