

Naylee Nagda

University of Southern California

BSc: Art, Technology and the Business of Innovation

2015 - 2019

Portfolio: www.naylee-nagda.com

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Professional Experience

2020 - Present | Interaction Designer – Needlab, Nairobi

Conducting design research and creating prototypes aimed at solving sustainability issues for communities using environment centered design strategies. I focus on projects in Africa.

2020 - Present | Co-founder and Lead Developer – Tazzama, Nairobi

An art advisory that creates virtual art spaces and interactive tools for emerging Kenyan creatives.

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

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

2018 - 2019 | Ahmanson Scholar (Interaction Designer) – LA Times, Los Angeles

Explored how to use existing journalistic reporting to create novel augmented reality storytelling experiences.

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.

2017 - 2018 | Service Designer – CancerBase, Los Angeles

Applied human-centered-design principles to develop a platform which improved the data collection experiences for cancer patients.

Volunteer Roles

2020 - Present | Lead UX Researcher – Give Duet, Los Angeles

Give Duet is a platform that connects resettled refugees to donors. Leading user research to guide product development for the donor-facing side of the platform.

2019 - Present | Community Prototyper – OpenIDEO, Kenya

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

Creative Interests

2018 - Present | Experimental Designer – Journalism, Mexico & Qatar

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