

# VYOMA HALDIPUR

## Product Designer | User Experience Designer

+91 9924364895 • [vyomahaldipur@gmail.com](mailto:vyomahaldipur@gmail.com) • [www.vyomahaldipur.com](http://www.vyomahaldipur.com) • [www.linkedin.com/in/vyomahaldipur](http://www.linkedin.com/in/vyomahaldipur)

Experienced Product and UX designer delivering impactful design solutions for diverse clients. Seeking a challenging role where I can use my skills and knowledge to solve key user problems through innovative design thinking and strategic thinking.

### EDUCATION

**NATIONAL INSTITUTE OF DESIGN | Bachelor of Design - Product Design** 2014 - 2019 | Ahmedabad, India

- **Award:** NID Ford Foundation Grant for the Degree Project

**ECOLE NATIONALE DES ARTS DÉCORATIFS ENSAD | Exchange Semester - Product Design** Oct 2016 - Jan 2017 | Paris, France

- **Award:** Charpak French Government Scholarship by Republique Francaise - Ambassade de France en Inde

**IULM UNIVERSITY, SCUOLA POLITECNICA DI DESIGN | Master in Food Design and Innovation** 2019 - 2020 | Milan, Italy

- **Award:** Call for Talent Scholarship with 50% tuition fee waiver

### PROFESSIONAL EXPERIENCE

**FUTURE FOOD AMERICAS (FUTURE FOOD INSTITUTE)** (Remote) San Francisco, CA, United States

Associate Designer August 2021 - August 2022

Assistant Project Manager Intern May 2021 - August 2021

- Effectively **resolved critical problems** and delivered **impactful design solutions** for multinational CPG companies.
- Led **comprehensive market research** efforts including trend research, focus groups, expert interviews for several projects.
- Shaped an MNC client's 2040 **innovation strategy** using futures thinking, design thinking and scenario mapping.
- Managed Cities2030 internally, a **European Union grant project** with the potential to bring 250k Euros in funding.
  - **Lead a cross-functional team**, managed the project roadmap, timelines, execution, documentation and reporting.
  - Coordinated with the **40+ external partner companies** to ensure accurate and timely completion of the tasks.
- Designed and facilitated internal and external workshops and meetings, developing curriculum, tools and presentations.
- Collaborated with a **globally dispersed team** spanning 6+ time zones, **effectively collaborating** to drive successful outcomes.

**REBEL FOODS PVT LTD (FORMERLY FAASOS)** Mumbai, India

Design Intern June 2020 - December 2020

- Led primary research efforts to **understand the impact of the pandemic on consumer behaviors** and food choices.
- **Designed and developed effective strategies** to address the new normal and post-pandemic scenarios.
- Utilized insights to design **customer journeys** and touchpoints to effectively meet evolving consumer needs and preferences.

**FUTURING DESIGN PVT LTD** Pune, India

Design Intern June 2017 - July 2017

- Contributed to the **successful design and implementation** of a beverage dispenser and a modular kitchen setup.

### ACHIEVEMENTS AND CERTIFICATIONS

- **Global Governance Initiative MBA Scholar Candidate.** (January 2023 onwards)
  - Selected to join the invite-only platform providing **masterclasses in product management, consulting and strategy.**
  - Engaging in projects and startup weekends, networking and case solving, to develop skills in product management.
- **Open IDEO - Food systems game changers lab, FSGCL (2021)**  
**IDEO, The Rockefeller foundation, Thought for food TFF, EAT, Meridian Institute, Second Muse, Intention 2 Impact.**
  - Selected through a **global open call** to participate in the solutions accelerator towards building resilient local food systems
  - Co-created and established the ReFood network, dedicated to advancing sustainable food practices for a better future.
- **Certifications:**
  - Start the UX design process: Empathize, Define, Ideate from Google & Coursera (2023)
  - Foundations of User Experience (UX) Design from Google & Coursera (2022)
- **Exam scores:**
  - XAT 2023 percentile: 97.4396
  - NMAT 2022 score: 247/360 (NMIMS Mumbai call converted)

### VOLUNTEERING AND SOCIAL IMPACT

**THOUGHT FOR FOOD TFF | Ambassador & Communications Lead for Asia** (Remote) Sept 2020 - Dec 2021 | United States

- Served as **local representative** for organization, engaging with local entrepreneurs and **managing regional social media.**

**ARANYA AGRICULTURAL ALTERNATIVES | Permaculture volunteer at a semi-urban farm** March 2018 | Hyderabad, India

- Led a seed bank initiative, developed urban farming workshops, and assisted with day-to-day farm management.