

EMIL ALEX

DESIGN + STRATEGY

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PROFILE

Tech literacy, humanizing technology, current affairs, astro-photography, calligraphy, woodworking, miniature model-making and fine craftsmanship.
[More on instagram: @emiljobalex](#)

EDUCATION

MBA (DESIGN STRATEGY) / May 2018
California College of the Arts (current)

MFA (INTERACTION DESIGN) / May 2017
California College of the Arts
Graduate Thesis: Communication models for driverless vehicles

B.DES (PRODUCT DESIGN) / Dec 2013
National Institute of Design / India
President, Student Activity Council (Aug 2010-Aug 2011)

- Led the council of 36 members
- Facilitated administrative talks
- Mediated conflict resolutions

SKILLS

RESEARCH & STRATEGY

- Experience mapping
- Quantitative market research
- Market segmentation
- Ethnographic research
- Systems thinking approach
- Insight generation
- Business model development
- Ideation and sketching
- Storyboarding experiences
- Data visualization
- Facilitation and mediation
- Assessing technical feasibility

PROTOTYPING AND VISUAL DESIGN

- Wireframing
- Sketch
- InVision
- Zeplin
- HTML, CSS, Python
- Corel Draw
- Adobe CC
 - Illustrator
 - Photoshop
 - Lightroom
 - AfterEffects
 - Experience Design
 - Indesign

CAD SOFTWARE

- Rhinoceros
- Alias Autostudio
- Fusion360
- Solidworks

3D PRINTING AND CNC OPERATIONS

- Stratasys
- Rhino CAM

EXPERIENCE

INNOVATION STRATEGIST / STAIR AWARE

San Francisco (Dec 2017 - present)

- Developing the go-to-market strategy for competitive advantage
- Establishing a clear value proposition and driving the design direction
- Market segmentation and sizing of the target audience
- Established framework for new product development

CALIFORNIA COLLEGE OF THE ARTS / SAN FRANCISCO

- Lab Monitor - Rapid Prototyping Lab (Sep 2015 - present)

UX DESIGN INTERNSHIP / LEVEL 2

San Francisco (June 2016 - August 2016)

- Designed a new experiential offering for Headspace (client)
- Created the positioning strategy for the product

UX RESEARCHER / CREATIVITY EXPLORED

San Francisco (August 2015 - May 2016)

- Identified core aspects of the organization's culture through primary research
- Increased engagement of the donor base by improving communication
- Developed a creative toolkit to facilitate a smooth transfer of leadership

PRODUCT DESIGN LEAD / INVENTINDIA INNOVATIONS

Ahmedabad, India (June 2012 - Jan 2015)

- 2nd hire after the founding of the firm (helped grow the workforce to 24)
- Led a team of 4 designers and 2 engineers
- Helped launch 6 products
- Main areas of focus:
 - Information architecture
 - Biometric security devices
 - Water Purification systems
 - Laboratory systems
 - Point of sale terminals
- Serviced 3 major client accounts in the consumer electronics space for 2 years
- Managed communication between design, engineering and hardware

SERVICE DESIGNER / FIRST RESPONSE UNIT, SCOTTISH AMBULANCE SERVICE

Glasgow, Scotland (Sep 2011 - Jan 2012)

- Reduced information collection time during emergencies for first responder unit by 30% by redesigning the patient form (tested by SAS personnel)
- Increased recording accuracy by introducing a wearable tracking device
- Reduced data redundancy by restructuring the information architecture

SERVICE DESIGNER / INSTITUTE FOR RESEARCH AND INNOVATION IN SOCIAL SERVICES

Glasgow, Scotland (Sep 2011 - Jan 2012)

- Established partnerships between NHS Scotland and the Scottish Curriculum for Excellence
- Conducted 2 months of in-depth research on the elderly and their caretakers
- Detailed out a service to provide anticipatory care by fostering participation
- Presented the final proposal to the Scottish Ministry of Health

INTERACTION DESIGNER / ELECTRIC LOCOMOTIVE DIVISION - INDIAN RAILWAYS

Baroda, India (Aug 2010 - Aug 2011)

- Redesigned the control panel of the WAP-4 Electric Locomotive
- Conducted detailed ergonomic analysis (cognitive, physical and spatial)
- Improved response time by a factor of two
- Reduced operational fatigue by 15% (tested with 3 railway pilots)

DESIGN RESEARCH INTERNSHIP / GAMINEASY PTV. LTD.

Bangalore, India (May 2010 - Jul 2010)

- Ethnographic research with 20 families at their residences
- Identified the opportunity space for a portable entertainment unit that showcased the full potential of the Sony PlayStation Move Controllers