

PRERAK MEHTA

Design thinking expert with 6 years of experience in healthcare, education, leadership, livelihoods, enterprise solutions and business development.

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CAREER TIMELINE

2004, COMPUTER ENGINEERING

Nirma University | 2004 to 2008

2008, BUSINESS DEVELOPMENT

*QUETZAL | Education Services
2008 to 2009*

2009, MASTERS IN DESIGN ★

IIT Bombay | 2009 to 2011

DESIGN RESEARCH INTERN

Embrace Global | Health | 2010

SERVICE DESIGN INTERN

CIID | Health, Diabetes | 2011

RESEARCH PUBLICATIONS

Health, Education | 2011 to 2013

PROJECT LEAD

Mobile Kiosk | Health | 2013

LEAD DESIGN RESEARCHER

BEMPU | Health Tech | 2013 to 2014

★ ACUMEN INDIA FELLOW

Among 20 leaders in India | 2014

LOGO, BRANDING, DESIGN

Teach for Uganda | 2015 to present

DESIGN RESEARCHER

Vahan | Education, Tech | 2016

PRODUCT TECHNOLOGY ROADMAP

Kinara | Micro finance | 2016

★ DESIGN HEAD

Ten3t | Health Tech | 2015 to present

2011, SR. UX DESIGNER

*ORACLE | Enterprise Solutions
2011 to 2014*

2014, DESIGN LEAD ★ & PROJECT MANAGER

*Embrace Innovations | Health Tech
2014 to 2016*

ACADEMICS

Masters of Design, Industrial Design Centre, IIT Bombay (2009 - 2011)

Bachelors of Technology, Computer Engineering, Nirma University (2004 - 2008)

SUMMARY

My expertise lies in applying the design thinking process across domains, understanding ground realities through field research, coming up with localized solutions that are scalable in nature and getting a product/service to the market. Over 6 years I have worked across healthcare, education, leadership development, livelihoods, enterprise solutions and business development. Regularly invited to conduct workshops on design thinking.

PROFESSIONAL EXPERIENCE

Design Lead, Project Manager at Embrace Innovations, Jun 2014 - Present

Spearheading the product innovation and research on empowering the mothers and caregivers to do early detection of newborn illness through technology and design intervention. Lead clinical trials for a low cost & high tech, wearable medical product for newborns in the domain of real time, remote monitoring and diagnostics (known as Embrace Angel). Currently leading the identification and implementation of manufacturing process to get the product ecosystem ready for market launch. Winner of [Facebook's Innovation Challenge Impact Award](#).

Acumen India Fellow, Jan 2014 - Dec 2014

Lead Product Designer for wearable medical device at Ten3T Healthcare, Mar 2015 - Present

Design, Branding and Logo at Teach for Uganda, September 2015 - Present

Strategy and Operations for Youth Leadership Program at Slum Soccer, Jul 2015 - Present

Lead Design Researcher for wearable medical product at Bempu, Nov 2013 - May 2014

Senior User Experience Designer at Oracle, Jul 2011 - Jun 2014

User experience for Enterprise Manager, Oracle's flagship product which is utilized by complex IT systems. Role involved end to end design, interacting with multiple project teams distributed across three continents.

User Experience and Research Consultant at Embrace Innovations, Mar 2013 - Jun 2013

Service and Interaction Designer at Copenhagen Institute of Interaction Design (CIID), January 2011 - June 2011

Design Researcher at Embrace Global, May 2010 - June 2010

Business Manager at Quetzal Online Private Limited, April 2008 - July 2009

Intrapreneurial role with independent revenue and cost responsibilities for training and testing services provided to clients. Role involved conceptualizing trainings, B2B selling to clients, designing content and learning techniques.

Teaching Assistant under Professor Ravi Poovaiah, IDC, IIT Bombay, July 2009 - June 2011

WORKSHOPS, PUBLICATIONS & TALKS

TEDx Gateway Masterclass (Invited to conduct [masterclass on design thinking](#), Nov 2014)

Acumen India Fellows 2015 (Invited to conduct the Human Centered Design module for the 2015 fellows)

Teach For India Fellows 2015 (Workshop on design thinking, Jan 2014)

Slum Soccer Youth Leaders (Workshop on design thinking and systems approach for community issues, Oct 2015)

Rang De Team (Workshop on design thinking and user experience for the team and partners, Nov 2014)

Best Leadership Development Practices of Asia Conference (Keynote on design thinking and leadership, Oct 2015)

Exploring Holistic Solutions for Type-2 Diabetes for Bottom of Pyramid Population in India (Available as an International publication - full research paper, presented at [DRS Bangkok 2012](#) by 'Design Research Society')

Design Research in Neonatal Healthcare in Urban India (Available as an International publication - full research paper, presented at [DRS Bangkok 2012](#) by 'Design Research Society', at Bangkok, 2012)

Improving engineering education using ICT: a new framework (Available as an International publication - full research paper, presented at [ICED'11](#) by 'The Design Society', at Denmark, 2011)

'MedAlert' Mobile App & System Design on Epidemic Alert published at [Mobile Plus](#), International conference, 2011

Presenter and best essay award winner on 'Design Research' at [ICORD'11](#), International conference, 2011

CERTIFICATIONS

Mobile Health Without Borders, [Online Certification Course](#), Stanford University Online (May 2013 - Aug 2013)

Design Thinking Action Lab, [Online Certification Course](#), Stanford University Online (Jul 2013 - Sep 2013)

PROJECT DETAILS

Strategy, Operations, Pedagogy for Youth Leadership Program at 'Slum Soccer' (Jul 2015 - Present)

Strategizing the next iteration of the Youth Leadership Program which will tap into the innate potential at the organization. Role includes developing the pedagogy, curriculum and operational details of the program with the slum soccer team. Conducting lean pilots to improvise the structure and scale the program across slum soccer centres.

Logo, Branding, UX at 'Teach for Uganda' (Sep 2015 - Present)

Created the logo for Teach for Uganda, a movement to end education inequity in Uganda. Role includes working with the team on brand positioning for users/donors/investors, user experience for website & promotional video content.

Wearable Medical Product - Design, UX, Manufacturing Readiness at 'Ten3T' (Mar 2015 - Present)

Leading the product design for a wearable medical product in the domain of remote monitoring of various body stimuli and motion sensing. Role also includes designing the user experience for the mobile app for the patient and medical professional and a web dashboard for the doctor.

Hypothermia Detection: Infants - Research, Human Centered Design at 'Bempu' (Nov 2013 - May 2014)

Conducted early phase design research and validation for continuous temperature monitoring in neonatal healthcare space along with Ratul Narain. Part of initial prototyping and usability studies for a wearable hypothermia detection band for newborns. The research and prototyping that I conducted was part of the foundation for launching Bempu.

Key projects done at Oracle (Jul 2011 - Jun 2014)

- Lead UX for Business and Big Data Analytic for Multidimensional Data Models (Data Warehouse, Cubes).
- Lead UX designer for Engineered Systems (Exadata, Exalogic, Big Data, etc.) based projects.
- Lead UX designer for Private Cloud Services, Service Dashboard, Creation Wizards, Database Upgrade Wizard.

Neonatal Product UI Redesign for 'Embrace Innovations' (Mar 2013 - Jun 2013)

Existing UI was facing multiple issues with various stakeholders - Mothers, family members, nurses & sales-person. The task was to make a simple, easily interpretable UI which should also satisfy all the regulations and standards.

Health Kiosk + Mobile Handset + Remote Diagnostic : Service Design Model (May 2013 - Dec 2013)

As part of [Mobile Health without Borders](#) course by Stanford Online, few group members decided to take forward the assignment and do a pilot at a Primary Health Centre at Belgaum to help improve health care services. Research and contextual inquiry have helped evolve a service model with health kiosk and mobile handset as the focal points.

Holistic solutions for diabetes treatment in collaboration with 'CIID', Denmark (Jan 2011 - Jun 2011)

This project explores the underlying socio-economic environment, experience and process of treating type-2 diabetes in India for bottom of the pyramid population. Result was multiple service design concepts and low-hi tech prototypes.

Design Research in Neonatal healthcare, Summer internship at 'Embrace Global' (May 2010 - Jun 2010)

Research & need finding analysis for Neonatal health care in urban sector for issues related to low birth weight babies.

'MedAlert' - Epidemic Alert Mobile Application and System Design (Jan 2011)

MedAlert is a mobile application that helps alert individuals to get localized and country wide data in advance on the rise of an epidemic. It captures data from pharmacists billing system and compares it against pre-set thresholds.

Refrigerator Design, Industry project for 'Samsung, Korea' (Dec 2009 - Feb 2010)

It involved design research across 6 cities, evolving design insights and observations using affinity mapping and card sorting and arriving at 6 final models (product and form design) of new refrigerators suiting Indian conditions.

System Design for engineering education: framework, user interface (Aug 2010 - Nov 2010)

Research, user studies and Information & Communication Technology have been utilized to arrive at a new framework for engineering education in India. A supplementing user interface has been developed as a structured common resource platform for students and faculties to view and share free web based engineering content.

'TradeRaid' - Game Design (Feb 2010 - Mar 2010)

'TradeRaid' is a deck of 66 cards & 56 tokens with which 4 games can be played for various age groups. Joint copyright holder for the game with the team and IIT Bombay.

'Eazo' - Interactive Toy for children (Jan 2010 - Mar 2010)

This group project involved conceptualizing and designing a sensory based interactive toy - 'Eazo', to remove fear of darkness from children. A corresponding device for guardian enhances communication channel with child. 'TradeRaid' and 'Eazo' projects published in [Kyoorius magazine](#) issue 7 (pg 118 to 121), 2010.

'QuezX' - Initial UX, Branding, Design Support (Dec 2012 - Jan 2013)

INTEREST AREAS

Martial Arts (Karate Black Belt 2nd Degree, National Level Competitor), Running, Sketching, Street Photography, Travel & Treks