

archana (AR-cha-na) belani-morrow

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🌐 abm-design.com
📍 chicago (open to full-time,
hybrid & remote)

skills

Leadership
Self-aware & empathetic
Reliable
Design facilitation & co-creation
Stakeholder management

Design
Research
• user interviews • diary & field studies
• usability testing • thematic analysis
Human-Centered Design
• creative facilitation • design thinking
methods such as journey mapping,
service blueprint, persona building,
AEIOU, etc. • ideation • rapid
prototyping • design visualization
Systems, Futures thinking
• system dynamic models
• future thinking

Software
Adobe CC
• illustrator • indesign • photoshop
Collaboration
• miro • mural
Others
• invision • ms office • sketch-up

education

**Institute of Design &
Stuart School of Business**
Dual Degree - Mdes + MBA
Chicago, USA

Srishti
School of Art, Design & Technology
Design Foundation (2 yr program)
Furniture Design (4 yr program)
Bengaluru, India

awards

Top 30 App design - Techsparks, 2013
Featured in - POP magazine, 2012 & 13
Best store design - VM&RD Gold, 2009
Best retail design - Retailer, 2009
Best web design - Big Bang Gold, 2008
VM&RD, 2009 and Images Retail, 2008

Why

I am a **bold learner** with a desire to continuously improve. My **empathetic abilities** help me to collaborate with individuals from diverse backgrounds. A **hybrid thinker**, I delight in gathering unusual insights - absorbing, integrating and cataloging new information with ease.

What

I **love working on systemic challenges** and applying mixed methods to strategically transition societies to more **sustainable futures**.

How

Systems thinking
Design thinking
Participatory research
Futures thinking
Service design
Rapid prototyping

experience

● **HITACHI AMERICA LTD., (R&D), Santa Clara**
Senior Design Strategist | October 2019 - Present

KEY FUNCTIONS:

○ **Strategic design to develop sustainable futures**

R&D engagement: Lead and manage cross-functional teams to discover, design, develop solution opportunities and increase collaboration using systems, future and design thinking methodologies
Outcome:

- Orchestrated problem-scoping workshop that generated over twenty ideas and a shortlist of two
- Executed ecosystem analysis to identify and communicate systemic barriers and enablers
- Conducted interviews to understand customer perceptions and pain points
- Conducted customer interviews to validate solution desirability using low-fidelity prototypes
- Developed three feasible solution strategies, viable MVPs, and roadmaps for pilot engagement
- Created research papers and visualizations to capture insights and increase shared understanding
- Acquired three customers for pilot / PoC project engagements.

Customer engagement:

Outcome:

- Analyzed industry sectors and identified an \$800,000 opportunity alignment with Hitachi business
- Explored business models and worked with the customer to create strategic roadmaps
- Created business engagement presentations to promote initiative and vision

○ **Creative facilitation**

- Conducted discovery workshops to analyze current states and hypothesize opportunities
- Conducted future thinking and backcasting workshops to explore ideal futures, solution strategies
- Conducted customer workshops to co-create pilot engagements based on the JTBD framework
- Conducted workshops to familiarize teams with problem-solving tools we designers often use

○ **Design codification to capture best innovative practices**

Increase co-creation and collaboration by codifying best practices and innovation frameworks
Outcome:

- Analyzed innovation practices and hypothesized R&D's customer engagement service blueprint
- Created project-centric design engagement methods and value-creation playbooks

● **INSTITUTE OF DESIGN, Chicago**

Design Strategist & Researcher | Summer 2018 & 2017

○ Partnered with Calumet Collaborative to advance strategies for restoring the Calumet economy.

- Developed system dynamic models that defined the minimum viable infrastructure and built prototypes and communication narratives to translate complex ideas and discoveries.

○ Developed a tool to facilitate cost-of-care conversations with Ci3, UofC, and Sinai Urban Health Institute. This was a Robert Wood Johnson Foundation supported study.

- Conducted over 30 primary research interviews within the patient care ecosystem, translating these insights into prototypes, tested, and refined throughout the project.

● **SaptalDC, Bangalore, India**

Co-founder, Head of Design Operations | 2007 - 2015

○ Led the operations of a 16-member design company. Created and implemented our design processes. Focused on user research, strategy creation, ideation, and testing. Our client list included Abbott, 3M, Johnson & Johnson, Levis, Disney, Adobe, Mi Global, Future Group, Mahyco, Arvind Mills and more.