Asmita Mehta

asmita8mehta@gmail.com

PERSONAL STATEMENT

I am a Master's student in Design Futures from the Royal College of Art with a strong foundation in Textile Engineering from IIT Delhi. I am passionate about designing for change and impact, and I bring a diverse skill set to the table. My expertise includes futures thinking, systems thinking, interdisciplinary research, usability testing, and user experience design, complemented by skills in strategy design, wireframing, and high-fidelity prototyping. I have a proven track record in strategy, business management & development and qualitative data analysis. I am seeking roles in foresight and design research in organisations that aim to create sustainable, equitable futures by addressing pressing global challenges like climate change, social justice, and community resilience.

EXPERIENCE

Foundations for Tomorrow   **Jan-Present**
Research Advisor
Design and Policy
- Conducting desk research for intergenerational justice and polices frameworks globally to inform Australia's parliament
- Designing a framework to analyse ethnographic research for 15 participants for "Portraits of our Future" to derive insights

[y]our2040   **Nov'24-Present**
Futures Researcher
Design and Foresight
- Researched and mapped signals using STEEP and horizon framework for repository of solutions for back-casting workshop
- Designing the Vision Document for La Punt for 2040 by incorporating envisioning methods in collaboration with the team

GreenStitch   **Jan-Mar'24**
Founder's Office Intern
Climate Data and Analytics
- Analysed market trends and generated actionable insights regarding regulations including the EU Ecodesign Guidelines
- Ideated and designed promotional materials including LinkedIn posts, brochures for exhibition, invites for exhibition
- Represented the company at the stall at Bharat Tex and engaged with potential clients explaining the offerings and services

Boston Consulting Group, Mumbai   **May-Jul'23**
Associate Consultant Intern
Specialty Chemicals, Industrial Goods
- Devised go-to market strategy for a new product line for 1000Cr+ spec chem company and engaged 50+ potential clients
- Analysed industry frameworks to design an organization structure hierarchy with 8+ new roles to handle 100Cr+ portfolio
- Managed hiring process for new roles including resume shortlisting and screening interviews coordinating with CEO's office

Received Letter of Recommendation for blend of skills, tact, and professionalism and willingness to learn and improve

Prof. Wendy Ju, Cornell Tech   **Apr-Aug'22**
Summer Research Intern
Utility Belt for Farm Robot
- Analysed the design system and process after coding 400+ photos, transcribing 30+ videos, and regular discussions
- Reported 30+ reflections after reviewing the design decisions and recommended changes to optimize the design process
- Co-authored a "Reflections on Performing Design Research in the Field" publication and collaborated for video submission

SKILLS & SOFTWARES

Skills: Systems Thinking, Research Methodologies, Foresight Research, Signals Mapping, Trends and Drivers Analysis, Strategy Design, User & Market Research, User Interviews, Qualitative Data Analysis, Usability Testing, User Experience Design, Persuasion Strategy Design, Wireframing, High Fidelity Prototyping, Policy Design

Software: Figma, Adobe XD, Mircosoft Office Suite, Adobe Premiere Pro, iMotion, Canva, VN Video Editor

PROJECTS

Service Design Challenge *Service Design and Strategy*   **Jan- Present**

Estonian Government
- Working in collaboration with Estonian government on improving access to public healthcare services in Estonia
- Conducted primary and secondary research and created systems map and user journey map to identify touchpoints

Design for Good X RCA *Design and Strategy*   **Oct'24- Present**

TIDE Foundation
- Working in an inter-disciplinary global team to create tools to instill social and environmental justice among children
- Prototyped a roleplaying card game to be used in rural schools to instill environmental and more than human justice

Design for Usability: Class Project *Usability Testing and UI Design*   **Aug- Nov'23**

CollegeMate: LMS Portal for students of IIT Delhi
- Analysed the existing LMS platform based on Heuristic Principles and calculated Return on Investment for the new platform
- Conducted 2 usability tests, analysed time on task, no. of clicks and errors and user-eye tracking data to generate insights
- Reduced the time on identified high ROI task by 86.67% and increased the task completion rate significantly by redesigning

Design for User Experience: Class Project *UX Research, Strategy and UI Design*   **Jan- Apr'23**

Solely Yours: e-Commerce Platform for a Sneakers Brand
- Generated insights after conducting 6 qualitative interviews and analysed them to create customer persona and journey map
- Studied 50+ persuasion tools and applied 9 of them to design strategies, and consequently a platform to engage customers
- Designed a high-fidelity prototype and conducted 2 in-depth interviews to understand customers' emotions and feedbacks

VOLUNTEERING

Events Assistant, *Ecology Calling, London*: Managed the guests at the gate and facilitated Q&A at the talks   **Oct- Nov'24**

Volunteer   **2022**

National Service Scheme, IITD, India
- Managed the reception at Nursing NGO that provided affordable healthcare services for elderly people
- Handled the admin work at the blood camp organised by the NGO, including providing token numbers to donators

Secretary   **2022-23**

Photography and Films Club, IITD, India
- Supervised the team to organize 4 nationwide competitions and 2 guest talks for 600+ participants at Rendezvous
- Conducted 4 inter-hostel competitions, 10+ workshops and 5+ Photowalks, managed 4 lakh+ budget for the club

Mentor, *Board for Student Welfare, IITD* : Guided 5 freshers throughout their journey at IIT Delhi   **2022**

EDUCATION

Royal College of Art, London   **Sept'24-Present**
M.Des, Design Futures

Indian Institute of Technology, Delhi   **Nov'20-Jun'24**
B.Tech, Textile and Fibre Engineering with minor in Design   **8.619/10**

ACHIEVEMENTS

Finalist, *Service Design Challenge:* Selected to work with Estonia Government on a public service design brief   **2025**
Finalist, *Henkel DESIGNathon* : Selected to participate in Henkel's first DESIGNathon in Dusseldorf, Germany   **2025**
Winner, MaDE Hackathon*, UK*: Collaborated in a multidisciplinary team to design a climate refuge House of the Future   **2024**
Accepted, *Halfway to the Future, California*: Invited to present our work about Utility Belt for Agricultural Robot   **2024**
Finalist, *Adobe Designathon, Tryst IITD* : Qualified after 9 hour long challenge to design a travel application post COVID   **2023**
Accepted, *ACM/IEEE HRI Conference, Sweden* : Invited to present our work about Utility Belt for Agricultural Robot   **2023**
Winner, *D'Source Design Challenge* : Selected among 1000+ participants from 25+ countries in Interaction Design   **2022**