

Ananya Harshini

harsa359@newschool.edu • New York, NY • (201)-589-7887 • <https://www.ananyaharshini.com/> • [linkedin.com/in/ananyaharshini](https://www.linkedin.com/in/ananyaharshini)

The New School, Parsons School of Design

Master of Science, Strategic Design Management

Minors: Impact Entrepreneurship

GPA: 4

Honors: Rotman Design Challenge'25 Winner

Expected 2027

Srishti Manipal Institute of Art, Design and Technology

Bachelor of Design, Business Service and System Design

Final Grade: A

May 2023

EXPERIENCE

Parsons School of Design *School of Design Strategies*

Graduate Student Assistant; New York, NY ([Instagram](#)) ([Blogs](#))

July 2025 - Present

- Conducted human-centered experience research (student feedback, informal interviews, observation) to diagnose gaps in MS SDM student-faculty communication and synthesized insights into opportunities for new engagement formats and club collaboration.
- Planned and executed 8+ community events with defined engagement goals and targeted marketing activations, driving 70+ average attendance and a 3× increase in participation.
- Developed and evaluated a multi-channel communication system (Mailchimp newsletter, faculty intro series, leadership podcast, WordPress blog), achieving 95% open rates and informing the Spring 2025 engagement roadmap with actionable research-backed recommendations for program leadership.

Research Assistant; New York, NY

Jan 2025 - June 2025

- Applied a post-human-centered and systems-thinking approach to analyze bureaucratic and socio-political challenges in a \$1.75B city-led redevelopment project, identifying structural gaps and opportunities for equitable decision-making.
- Executed a mixed-methods design research study by mapping stakeholders, conducting 10 in-depth community interviews, and performing a media scan to surface unmet community needs and transparency barriers in the NYC EDC process.
- Synthesized qualitative data into user need statements and emerging themes (e.g., transparency, displacement, environmental justice), producing insight materials that informed professor-led public engagement and co-design discussions.

Vobble *An Immersive Audio Experience for 4 to 12-Year-Old Kids*

Jan 2024 - March 2025

Brand & Operations Intern; India and USA

- Redefined brand identity and visual collateral across digital and retail touchpoints, enhancing cohesion for upcoming product launches and partnerships.
- Redesigned the company's website and app to improve user engagement, achieving a 3× increase in conversions and stronger brand recall.
- Developed and executed experiential activations, including an in-store collaboration with Toys R Us and brand representation at the New York Toy Fair, coordinating logistics between India and U.S. teams.

Half Eaten Donut

January 2022 - October 2022

Marketing and Visual Communication Design Intern; Bangalore, India

- Re-strategized brand positioning and communication for clients including Lil Goodness and Magniflex.
- Developed creative reports and advertising collaborations for Zed the Baker and Truffles.
- Designed brand identities and campaign assets for Lulu Mall, The Wings of Bangalore, and Wildleaf, and managed Tipplr's social media using Meta Business Suite and Zoho.

ACADEMIC PROJECTS

Align Emotionally Intelligent AI Productivity Toolkit - Client: Microsoft Inclusive Design ([Watch Now](#))

Spring 2025

- Conducted mixed-methods research (online survey, user interviews, expert interviews, and netnography) to understand executive function challenges for adults with ADHD and productivity seekers.
- Co-designed and prototyped Align, an AI-powered productivity tool with intelligent task breakdown, voice-based input, and unified work/life calendars, and presented insights and concept recommendations to Microsoft Inclusive Design mentors.

LEADERSHIP EXPERIENCE & ACTIVITIES

Strategic Design and Management Program

August 2025 – Present

Graduate Representative

- Applied a human-centered approach to identify community needs and tailor events and communications while bridging programs leadership with industry partners through continuous pitching and partnership development, aligning student-led initiatives with the school's strategic vision.
- Appointed to the Parsons Strategic Student Collective to represent a cohort of 450+ students; recognized for entrepreneurial leadership, community building, and the ability to translate audience insights into organizational growth.

Creative Consulting Club

August 2025-Present

Executive Operation & Marketing Strategist

- Co-lead operations and marketing for intimate industry coffee chats, identifying and securing keynote speakers for Spring'26.

- Led the branding and positioning of the club's client consulting project while opening new outreach channels (email, newsletters, student groups, social media) to expand visibility and drive engagement across the Parsons community.

Parsons Badminton Club

August 2024- May 2025

Founder and Secondary Student Officer

- Founded and scaled at a 75+ member badminton community, securing ~\$7K in funding and organizing recreational sessions.

ADDITIONAL INFORMATION

Technical Skills: Adobe Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, Figma, Webflow, Miro, Notion, Trello, Google, Word, Excel, Workspace, PowerPoint, Data Visualization, Claude Code, Qualtrics, Mailchimp, Wordpress, Gen AI Prompt Engineering, and Dovetail.

Research Skills: Mapping workflows, Research Report, In-Depth Interviews, Focus Group Discussions, Participatory Design, Ethnography, Media Scan, Diary Studies, Co-Design Workshops, A/B Testing for Products.

Certifications: MITxPro Understanding Organizational Strategy and Capabilities (2025), IDEOU AI & Design Thinking (2025)