

## CONTACT

✉ studiohemu@gmail.com

🌐 www.hemudesigns.com

Current professional portfolio can be shared upon request—it isn't publicly available on my website due to NDA agreements.

## EDUCATION

**Masters of Fine Arts (MFA)**  
**Design Research and Development**  
**The Ohio State University (2015-2018)**  
GPA: 3.96 | Graduated magna cum laude

(With) Graduate Interdisciplinary Specialization Analysis of Material Culture

Graduate Teaching Associate and Graduate Associate positions + full scholarship awarded

**Bachelors in Architecture (B. Arch)**  
**MEASI Academy of Architecture,**  
**Anna University, Chennai (2009-2014)**  
CGPA: 8.2/10 | Graduated First Class with Distinction, Fourth rank in the University

Special Focus on Urban Design

## RESEARCH CAPABILITIES

Co-design and participatory, generative design research methodologies

Evaluative/ Validation research (UX and usability testing, A/B testing, card sorting)

Service development and blueprinting

Systems thinking and futures thinking

Experience and journey Mapping

Ecosystem Mapping and value creation

On-the-Wall Synthesis methods

Quant Surveys and blended methodologies (Jobs-to-be-done + Design Thinking)

Archetypes and personas development

## SKILL SETS + TOOLS

Adobe Suite (Illustrator, Premier Pro, Photoshop, InDesign), Remote collaboration tools (Mural, Miro), Qualtrics, FlowMapp, Procreate (Illustrations), Microsoft Office Suite + Google Suite, AutoCAD, Revit, SketchUP

# HEMALATHA VENKATARAMAN

Design Researcher and Strategist | UX Researcher | Architect

## PROFESSIONAL PROFILE

Skilled and trained design researcher with 2.5+ years experience in handling and supporting a variety of industry project types ranging from systems-level service design work to evaluative user testing and surveys. Proven ability to tailor unique methodologies based on project needs and scope, translating complex data into easy-to-comprehend visual framework/ maps as well as actionable insights and strategy presentations. Successful and quick to adapt to demanding environments and completing projects from start to finish in an independent manner.

## PROFESSIONAL PRACTICE APPOINTMENTS

### July 2018 **DESIGN RESEARCHER**

**Present** *Stratos Innovation Group • Columbus, OH*

Currently working as the design research lead and/or research coordinator for a wide range of projects from different industries like healthcare, pharmaceuticals, commemorative products, senior living, and architecture.

- Handle overall project and client management, communications, and project documentation and logistics
- Design tailored research plans, schedules, and recruiting screeners based on the business objectives and scope of projects
- Coordinate and conduct one-on-one research interviews and workshops (both remote and in-person) and create required toolkit materials/canvases
- Analyze and synthesize complex qualitative data into key takeaways (specific to business goals) through visual frameworks, journey and ecosystem maps, other poster formats, and presentation decks/reports
- Design and develop quantitative surveys, and synthesize key findings
- Develop storyboards, wireframes, and other manual/digital illustrations as a part of the design development process

### Aug 2015 **GRADUATE TEACHING ASSOCIATE AND INSTRUCTOR**

**May 2018** *The Ohio State University, Dept of Design • Columbus, OH*

Instructed and assisted Foundations Design Studio, Design Thinking and Design Visualization Minor courses

- Prepared syllabi, instructed and supported hands-on studio and lectures for undergraduate students of design

### Aug 2015 **GRADUATE ASSOCIATE | GRAPHIC DESIGN**

**May 2018** *The Ohio State University, Dept of Comparative Studies • Columbus, OH*

Provided graphic design assistance for the branding of an interdisciplinary, moderated, and peer-reviewed magazine for the department

### July 2014 **FREELANCE ARCHITECT**

**July 2015** *Office and Residential Interior projects • Chennai, TN*

- Worked on design phases from detailed design development to construction; produced 2D plans and elevations, created 3D models and visual renders
- Coordinated client meetings and site visits, oversaw site work

## LANGUAGES

English, Hindi, Tamizh (Fluent)

Malayalam, Telugu (Intermediate)

Spanish (Beginner)

## COMMUNITY INVOLVEMENT

### Independent Arts-Based Narrative Inquiry and research

Independent visual documentation and research of the architecture, urban fabric, and culture of cities; place-making through art and creating public awareness campaigns through live sketches and written blogs

**Series Covered:** *India, Madras, Columbus, Georgia, Washington D.C., The Ohio State University Campus*

*July 2014 - Present*

### Mentor | Startup Weekend Columbus

Mentored teams at the Start Weekend Columbus on customer/user validation, and business development/translation of ideas.

*November 2019 | Columbus, Ohio*

### Rotary Habitat for Humanity, Madras Chapter Member

Assisted in conducting blood donation campaigns, recreational activities for physically challenged children, and clothes donation drives

*July 2014 - July 2015 | Chennai, India*

### Volunteer Teacher and Mentor for High School Students

Provided high school seniors from underprivileged backgrounds (from MMDA Corporation School high school) tutoring sessions for Board exams and mentorship for college admissions

*April 2012- Dec 2012 | Chennai, India*

### Nov 2012 **HEAD INTERN ARCHITECT**

June 2013 *VJSayDo Architects • Chennai, TN*

- Worked on complete architecture projects from design development to construction and conducted client meetings
- Completed concept generation, design detail development, and visual illustrations/ renders

### Oct 2012 **INTERN ARCHITECT**

June 2012 *Mancini Enterprises LLC • Chennai, TN*

- Worked on concept generation, visual illustrations for clients, 3D renderings, design detail development, and assisted during site-visits

Assisted the chief project architect with custom furniture design generation, detailed drawings, and coordination with the head woodworker towards in the execution phase

## RECENT RESEARCH PRESENTATIONS, CONFERENCES, TALKS

### Nov 2019 **CURATED SPEAKER: CREATIVE COLUMBUS MORNINGS**

*Smart Columbus Experience Center • Columbus, OH*

Curated speaker for the Creative Mornings (Columbus chapter) to deliver a lecture on my work at the intersection of design research, art, architecture and urban design

**Topic:** *"What being lost helps you find"*

### Apr 2019 **GIVEBACKHACK, SOCIAL INNOVATION HACKATHON**

*Columbus College of Art and Design • Columbus, OH*

Interdisciplinary team won in-kind resources (invited to participate in the Venture Ohio dinner 2019) for our social innovation hackathon project to go into next phase of research and development.

**Topic:** *"PIP: The tool that would help children with chronic illness communicate their emotions for parents and clinicians to better help them"*

### Oct 2018 **SURGICAL INNOVATIONS SYMPOSIUM**

*The Ohio State University • Dept of Surgery Innovations + Design • Cbus, OH*

Collaborative solutions between the Department of Design and the Department of Surgery Innovations built over for four months towards exploring the ICU of the future through design research and interdisciplinary teamwork was presented at the medical symposium.

**Topic:** *"Exploring the next generation intensive care unit (ICU) of the future through co-design"*

### Oct 2018 **RE: RESEARCH | INTERNATIONAL ASSOCIATION OF SOCIETIES OF DESIGN RESEARCH CONFERENCE**

*The University of Cincinnati • Cincinnati, OH*

MFA thesis research work presented at the international peer-reviewed IASDR 2018 conference.

**Topic:** *"An Interdisciplinary Exploration of an Analog Tool to Elicit Socio-Cultural Narratives between Participatory Design Research and Material Culture Studies"*

## PROFESSIONAL ORGANIZATIONS

Columbus Society of Communicating Arts (CSCA)  
Aug 2015- Present

IxDA Columbus  
Aug 2015- Present

Part of team to start the 'Service Design Meetup,' Columbus Chapter  
Aug 2019- Present

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## INTERESTS

### Traveling/ local artist

Have done two solo art shows and have been a part of numerous group art exhibitions in India and the US, worked with local Columbus art organizations and museums like Columbus and Cleveland Museum of Art to design/conduct and/or take part in public-facing art events

### Poetry and writing

Featured poet and local poetry readings and open mics

### Woodworking

Creating wooden pens/pencils on the lathe and other smaller projects

### Reading


Fiction and non-fiction with a special interest in design learning, history, and vernacular poetry.

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March 2018 **DESIGN INCUBATION 3.3**  
*Kent State University • Kent, OH*

Masters thesis research in-progress selected for peer-reviewed design national symposium. This was also a peer-reviewed published paper.

**Topic:** "An Interdisciplinary Exploration of an Analog Tool to Elicit Socio-Cultural Narratives between Participatory Design Research and Material Culture Studies"

## PUBLICATIONS

2018 **MFA THESIS | THE OHIO STATE UNIVERSITY**  
*"Narrative Probes in Design Research for Social Innovation"*

[http://rave.ohiolink.edu/etdc/view?acc\\_num=osu1524135294341671](http://rave.ohiolink.edu/etdc/view?acc_num=osu1524135294341671)

- Created the 'narrative probes' toolkit and methodology to elicit tacit stakeholder narratives through immersion, and slow design towards social innovation
- Used exploratory co-design and generative methods for a people-centered process designed to minimize implicit biases and get honest narratives

2017 **International Association of Societies of Design Research, 2017**  
*Re:Research*

Venkataraman. H (2018). An Interdisciplinary Exploration of an Analog Tool to Elicit Socio-Cultural Narratives. University of Cincinnati.  
<http://doi.org/0.7945/c2g102>