

Sanjana Cherian

Strategic + Social designer / Experience
Thinker / Design Researcher

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Linkdin Portfolio

ABOUT ME

I have always been fascinated by the ways people think, behave, and interact with the world around them. I use research, storytelling, and critical thinking to navigate complex social issues and design interventions that truly resonate. I see design as a tool for impact.

SKILLS

Design Skills

Strategic Design
Design Thinking
Experience Design
Design Research
Spatial Design
User Interviews
Contextual Inquiry
Empathy Mapping
Narrative Building

Software Skills

AutoCAD
SketchUp
Adobe InDesign
Adobe Photoshop
Adobe Illustrator

EDUCATION

The Design Village, Noida
Bachelor of design
2021 - 2025

S.T Mary's School, Delhi
2009 - 2021

LANGUAGES

English
Hindi
Malayalam

EXPERIENCE

- What Design Can Do**, Delhi (2025)
Volunteer management + Merchandise Production
 - Coordinated and managed 20+ volunteers across multiple event zones.
 - Conceptualized and executed sustainable merchandise for event participants.
 - Point-of-contact on the day of the event
- Indian Design ID**, Delhi (2025)
Relationship Manager, Volunteer (4 Event)
 - Acted as the primary point-of-contact for VIP guests and exhibitors.
 - Ensured smooth navigation and timely interactions across the venue.
 - Gained hands-on experience in spatial mapping and hospitality design.
- INK Social Design**, Internship (3 months, 2024)
Campaign Design & Research
 - Conceptualized campaign ideas on women's safety alongside a teammate, using HCD methods to frame the problem and audience needs.
 - Strategised outreach and communication channels to maximize audience engagement and relevance.
 - Mapped the end-to-end audience experience—from first interaction to emotional response and behavioral impact.
 - Contributed to campaign messaging, visual language, and feedback loops to ensure the campaign resonated meaningfully with diverse stakeholders.
- FoRB, Schumacher center**, 2024 (Ongoing)
Publication design
 - Designing a research handbook and final publication for an NGO focused on religious freedom.
 - Iteratively testing layouts with stakeholders for clarity and usability.
- YBS Medal Design Project**, Industry Opportunity (2023)
 - Collaboratively designed and hand-crafted the medal band for a youth event, including sourcing raw materials and testing natural dyes.