

MANSIGUPTA

As the founder of Unconform Studio, Mansi partners with organisations to help them actively and intentionally design for women. Drawing from design thinking, systems change, gender and feminist practices, she has created 'Women-Centric Design' — a methodology and community of practice to ensure a women-centric lens across products, programs and processes. Mansi facilitates teams through her signature women-centric design methodology, and has consulted on projects and trained teams at MIT Design Lab, IDEO, NASA, Booking.com, PVH and more.

Mansi has 10+ years of experience applying behavioural research & design strategy in social impact. Previously, she led projects at Women's World Banking to increase financial inclusion among lower-income women in developing nations. Prior to that, she designed games to research reproductive healthcare in rural India as a designer for Final Mile Consulting.

Mansi has spoken at global design conferences to share her expertise and work on women-centric design. She is the author of Unconforming, a newsletter on women + design; and the curator of Design for Women Conversations, a monthly event series that brings together a gender community of practice.

PROFESSIONAL EXPERIENCE

Founder, Design Strategist, Facilitator, Speaker | Unconform Studio March '20 – Present

Unconform partners with organisations to create systems-level impact for women in a world traditionally designed for men.

- **Consulting & Facilitation:** Advise organisations on incorporating a women-centric lens in their products, programs and processes through a series of services including: workshop facilitation to introduce Design for Women methodologies; ensuring gender-centric journeys; building out organisational gender strategies and assessments.
- **Advancing Dialogue:** Curate Unconforming, a twice-monthly newsletter pushing the conversation on designing for women. Host Design for Women Conversations, a monthly event series on a diverse range of topics that affect women including money, sport, health, etc.
- **Building Community:** investing in a community of practice to bring together gender practitioners across domain, skill sets, and geography.

Recent clients: MIT D-Lab, Service Design at US Federal Government, PVH, South Pole, Red Scout, WHO, IDEO, Booking.com, InnovateHER

User Experience Strategist & Facilitator, EmbraerX March '19 – Oct '22

At EmbraerX, the innovation unit of Embraer, Mansi played the cross-functional role of researcher, UX strategist, and design consultant to help build Beacon – a B2B platform that streamlines airplane maintenance to improve efficiency & keep planes flying.

- Frame problem statements, design & execute generative research, and user testing to set team up for success with design sprints and ideation
- Synthesize research to uncover insights that build on new product features
- Design and facilitate co-design workshops to take research insights into design and development
- Experiment with new research methodologies and frameworks to build on & expand current team process

Behavioural Design & Innovation Lead, Women's World Banking May – Nov '18

Clients: Visa Foundation | **Projects:** Financial Inclusion, Mobilising Savings, Insurance Uptake

- Lead behavioural focused design research to diagnose barriers to savings and insurance among low-income women in India
- Facilitate ideation & prototyping workshops to align partner teams through the design process
- Execute user testing with final prototypes to evaluate impact of initial ideas
- Finalise design solutions for market-based pilot

Behavioural Designer, Final Mile Consulting Jun '16 – May '17

Clients: USAID, Surgo Foundation, Colgate | **Projects:** Urban Sanitation, Reproductive Health

- Design & execute research-based games to discover drivers of human behaviour and habit building
- Design concepts and interventions to influence behaviour and decision making
- Spearhead intervention pilots and develop testing frameworks to measure impact
- Translate project findings to policy recommendations & program proposals

unconformstudio dot com
mansigupta dot com

mansi@unconformstudio.com

+1 301 828 5050
+31 6 23206451
+91 9956041592

Amsterdam | Mumbai

EDUCATION

- **School of Visual Arts, MFA Products of Design**
May 2014
- **Bryn Mawr College, BA Computer Science & Economics**
May 2010

SKILLS

Design: Facilitation, Co-Design, Capacity Building, Methodology Design, Design Research, Insights Discovery, Ideation, Concept Development, Storytelling
Software: Adobe Creative Suite
Languages: English & Hindi

SPEAKING

- Global Service Design Conference, 2022
- Rosenfeld DesignOps Summit, 2022
- PUSH UX Conference, 2022
- Design Thinking Conference, 2022
- AWESOME Conference by Ammachi Labs, 2022
- Design + Diversity Conference, 2021

Co-founder & Designer, TRMTAB

Jan '13 – Present

TRMTAB is a cleverly designed, up cycled collection of leather goods.

- Prototyped the idea of “making small changes” in mass production, by designing & implementing an upcycling system in a factory as a solution for waste management.
- Developed a new line of upcycled leather products
- Created visual & brand identity including naming, logo, photography and video storytelling
- Crowdfunded \$25,602 by pre-selling over 60% of initial inventory
- Created a social impact arm for the project by sending ten factory employee daughters to school for one year.

VP, Product Development & Marketing, Prachi Leathers

Jun '14 – May '16

- Created sales strategy by building an in-house product range for targeted customers
- Expanded sales by adding 3 new clients
- Managed sample development teams to assure smooth prototyping process
- Created logo and branding for the factory

Strategist, Mother New York

Jun – Aug '13

Clients: Target, Google, MacMillan Publishers

- Conducted user research to design launch & experience projects for key audiences
- Composed & presented strategic briefs to guide creative development
- Supported senior strategists in creating presentation materials for client pitches
- Developed omni-channel, multi-stakeholder communication plans for outreach

Enterprise Associate, Google

Jun '10 – July '11

- Managed large enterprise accounts by developing solutions for key technical issues
- Served as liaison between Enterprise customers & engineering teams for product issues
- Collaborated with cross-functional teams to develop scalable solutions and features for the enterprise product suite

RELEVANT PROJECTS: GENDER x CO-DESIGN x FACILITATION

Women-Centric Design Methodology & Community

Ongoing

- Conducted deep research with 100+ gender and feminist practitioners across the world, industry, and domain to uncover key needs of women often missed in product and service design.
- Distilled research learnings into a set of tools, frameworks and themes to equip product, service, design and impact practitioners with a women-centric design lens.
- Prototyped and tested methodology tools with 100+ designers across public and private sectors to ensure robust application.
- Built a community of 58 methodology contributors, and facilitated 3 co-design workshops to incorporate feedback and shape core methodology tools based on practitioner expertise.
- Designed and facilitated introductory women-centric design workshops, and women-centric design deep-dive courses to bring an active gender lens into more organisations, teams, projects and communities.
- Facilitated women-centric design workshops for IDEO, Women's Impact Alliance, South Pole, Service Designers at the US Federal Government

Gender x Co-Design Advisor and Strategist, ScaleUpX!

2021

- Conducted research with women-focused accelerators to understand key needs and gaps in getting women entrepreneurs investment ready
- Designed visual frameworks to increase ecosystem stakeholder understanding of root barriers women entrepreneurs face in their fundraising journeys
- Co-developed a set of tools and application exercises for learning workshops, drawing from women-centric design methods.

Design Lead, Increase Female Financial Inclusion in Urban India

2018

- Conducted internal and external co-design workshops to generate a set of solutions to increase women's savings in formal banks.
- Led iterative prototyping and user testing sessions with women end-users to ensure product-need fit and efficacy
- Outcomes: a stamp card to incentivise savings rolled out by client

Behavioural Design & Research Lead, Improve Reproductive Health Habits 2016

- Led research with 350+ ecosystem stakeholders to map key barriers, social norms and mental models that contribute to maternal and infant mortality in rural Uttar Pradesh
- Designed a board game to uncover the deep root causes behind prevalent behaviours
- Facilitated co-design workshops with project partners and end-users to generate behaviour shift solutions

Course Lead, Increase Women in Computing 2008

- Developed a course for girls to increase their interest and representation in computing and tech.
- Led thirteen students through 8 sessions of Computer Science 101
- Engaged students by including robots, life-size mazes etc in the lesson plans

TOOLKITS, PUBLICATIONS, TEACHING

- Core Creator, Women-Centric Design Methodology
- Facilitator and Course Instructor, Build Inclusive Products & Services with Women-Centric Design, 2022
- Facilitator, Introductory Design for Women Workshop, 2022 & 2021
- Co-author and Teacher, "Using Robots to Introduce Computer Programming to Middle Schools," Grace Hopper Conference Paper, October 2008
- Co-author, "Designing Personal Robots for Education: Hardware, Software & Curriculum," IEEE Pervasive Computing Journal, Vol 7, Number 3, April 2008