

# Prashant Desai

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## Education

### Institute of Design

Illinois Institute of Technology · Chicago, IL  
2007 - 2010

#### **Master of Design**, Design Planning

##### *Relevant Coursework to-date:*

Digital Media + Mobile Solutions, Advanced Design Planning, Communication Planning, Portfolio Planning, Design Analysis/Synthesis, Observing Users, Concept Evaluation, Emotion & Design, Systems Design, Cognitive/Physical/Social Human Factors, Intellectual Property

### Stuart Graduate School of Business

Illinois Institute of Technology · Chicago, IL  
2004 - 2006

#### **Master of Business Administration**

##### *Relevant Coursework:*

Organizational Behavior, Statistical Methods, Operations Management, Brand Management, Creative Strategies, Strategic Management of Innovation & Technology

### Johns Hopkins University

Baltimore, MD  
2000 - 2004

#### **Bachelor of Arts**, Psychological & Brain Sciences

## Software Skills

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Flash, Dreamweaver
- E-Marketing/CRM Tools: Responsys, MarketFirst, Salesforce
- MS Office Suite: Word, PowerPoint, Excel

## Honors

Awarded Bronze medal at the *2009 Samsung Design Membership* global design competition.

Selected to represent the Institute of Design at the *TU Delft Jumpstart to Design Research Conference* Delft, Netherlands · Summer 2008

## Objective

To create significant business and brand value for clients by leveraging human-centered design thinking and innovative strategic planning.

## Business & Design Experience

### Design Research Intern, Samsung Electronics

Samsung Design America · Los Angeles, CA · June 2009 - August 2009

- Led research and strategy efforts in developing *CUE*, a product concept designed for the modern family that enables dynamic communication and shared entertainment experiences.
- Represented Team America in a Global Design Competition within the Samsung Design Membership: *Awarded Bronze Medal*

### Strategic Planning Associate, Illinois Institute of Technology

Office of Institutional Advancement · Chicago, IL · May 2008 - August 2008

*Worked directly with the Vice President of Institutional Advancement to shape and implement a strategic planning process supported by design methodology.*

- Conducted extensive primary and secondary research to gain insight into the future of higher education as it pertained to IIT.
- Leveraged strategic design planning methodologies to analyze data and identify opportunity areas for the institution.
- Engaged primary IIT thought-leaders in the planning process by facilitating brainstorming sessions that aimed to better articulate IIT's vision for the future.

### Web Content Marketing Manager, Standard & Poor's

Global Market and Product Development · New York, NY · August 2006 - June 2007

*Worked within the Global Market and Product Development groups to manage both Structured & Public Finance marketing initiatives.*

- Responsible for development, roll-out, and growth of marketing initiatives.
- Developed advertising plans based on services offered, market potential, and competitive situations.
- Identified and capitalized on new product, service, and business opportunities.

### Research Assistant, Standard & Poor's

Public Finance · Chicago, IL · June 2005 - August 2006

*Worked within the Public Finance division to provide ratings assessments to state and local government entities (primarily cities, counties, and school districts)*

- Provided results-oriented analytical support across all Public Finance operations.
- Conducted financial and economic research involving data interpretation, analysis, and synthesis.
- Awarded the company's ACE award for superior understanding of teamwork.

### Research Analyst Intern, MindFolio

Chicago, IL · Summer 2005

*Worked with founding partner to evaluate brand experiences and develop visionary concepts for larger leisure, hospitality, retail, office and residential environments.*

- Played active role in the analysis of 'consumer choice' quantitative data.
- Synthesized brand equity research data into effective presentations.