



# Himani Bindal

## Experience Designer

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## Experience

### ● Cognizant | Experience Designer

September 2022- Current, Bangalore, India | Hybrid

- **Led a team of 8 designers, even as the youngest member** on the team, to conduct comprehensive user research and build prototypes culminating in the development and implementation of a Design Resources Repository at Cognizant. Increased cross-team learning and productivity across global teams.
- Highly appreciated by Design Manager for 'attention to detail' and 'going above and beyond' what was expected.
- Delivered integrated proposal collaborating with business development VP and software development teams for applications for digital products for **Microsoft, Ford, IHG Resorts, and Energia Group** that led to getting projects worth XXX Grand to X Million USD. Provided accurate timelines and effort estimation based business requirements, and led design workshops to delivered Proof-of-Concepts (PoC).
- Streamlined process of vendors uploading new products on the Content Management System for **BTB ReadyRefresh** Website by creating guidelines for the same.
- Designed a proposal for a universally accessible application for artisans called Kalakaari as a self-initiated project for by conducting user research and built wireframes through actionable insights. The application will help artisans expand their global reach by helping them with branding and price optimization.

### ● The Banana Collaborative | Founder & Design Lead

November 2022- Current, Delhi, India

Founded a **not-for-profit design consultancy** studio for early-stage start-ups focused on **social impact**.

**CoolAnt** | Role: Strategy design, Brand Identity, and No-Code Development.

- **Increased Conversion Rate by 300%** in the first 2 weeks of the launch of the website.
- Designed a responsive website for CoolAnt ( <http://www.coolant.co> ), a start-up that provides sustainable building facade solutions, booklets on climate responsive design for houses, and other products. Rebranded it as a go-to for sustainable technology solution.

**Neuliv** | Role: Strategy design, Brand Identity and Design for Web-Application

- End-to-end Interior design and Fit-out Stealth Startup focused on social and environmental sustainability.
- Understood business needs to develop a roadmap for its digital platform, following the lean-start-up method.
- Designed a responsive customer-facing web-application 0-1 in English and Arabic that streamlines the design and delivery of interior design and fit-out to its users.

### ● Sampark | Co-Founder and Design Strategist

September 2021 - June 2022, Delhi, India

- Received **seed funding** for project from Design Innovation Centre (DIC)
- **Top 12** for Observation and Action Network (OAN) Fellowship
- As a not-for-profit venture, designed a universally accessible digital platform (Mobile Application and WhatsApp integrations) with physical distribution strategy, by addressing findings from comprehensive user research. The platform would aggregate social workers and the communities they serve.

## Education

### ● Bachelor of Architecture (B. Arch), First Class with Distinction, School of Planning and Architecture, Delhi | 2022

- Architecture Thesis that uses a **configurational design approach using generative AI** to experiment with the housing tower block to enhance quality of life and design a climate-responsive block.
- Dissertation Research on how people place themselves 'locally' in urban spaces increasingly designed to be 'global' by appropriating urban space to formulate their aspirations. **Conducting guerrilla research in Cyber Hub, Gurgaon** to understand people's perceptions and aspirations of the global entity.
- **Won 2nd prize** in Envizn, IIT Bombay for a high-rise designed to meet needs of its users in Tehran, Iran through computation design.
- Designed Foot-Operated Hand Washing Stations that SEED-India distributed to low-income neighborhoods during COVID-19 Pandemic.
- **Won Runner's Up** at NASA 2018 for research paper on Gender Binaries in Architecture Pedagogy.

### ● XII CBSE, Gold Medal for 6 Consecutive years of Academic Excellence, 94.4%, Delhi Public School, RK Puram | 2017

### ● X CBSE, 10 CGPA, Delhi Public School, RK Puram | 2016

## Skills & Tools

- **Prototyping:** Figma and Adobe XD
- **User Research** and Analysis
- **No-Code Development:** Webflow and Framer
- **3d Modeling:** Rhino & Grasshopper
- **Visual Design:** Photoshop, Illustrator & InDesign