

Monisha Mohan



Delft, Netherlands | Open to relocation
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On a path to shape impactful products, services and experiences...

I specialize in bridging user needs and business goals, operating in the *fuzzy front end* of product development where opportunities are discovered and defined. With 5+ years across design, research, and customer-facing roles, I bring empathy, strategic thinking, and a collaborative mindset to help teams challenge assumptions, explore opportunities, and deliver value.

I've contributed to impactful projects for Laerdal, Bertolli, PostNL, and UMC, and I'm passionate about turning complex problems into thoughtful, scalable solutions.

EDUCATION

MSc. Strategic Product Design

TU Delft, Netherlands (Feb 2023 – Oct 2024) | CGPA: 8/10

Master of Architecture

SRM University, India | CGPA: 8.34/10 (First Class with Distinction)

SKILLS

User Research & Analysis - Qualitative & Quantitative Research, UX Research & Usability Testing, Market Research & Consumer Behavior, Data Analysis & Visualization (Excel, Tableau), Customer Journey Mapping & Service Safari

Product Strategy & management - Product Vision & Roadmap Development, Design Thinking & Agile Methodologies, Service Design & Process Optimization, Prototyping & Iteration (Figma, Sketch), Branding, Positioning & Go-to-Market Strategy

Project & Stakeholder Management - Cross-functional Collaboration & Stakeholder alignment, Managing Expectations & Feedback Loops, Customer Support & Problem-Solving, Workshop Planning & Facilitation.

Ownership & Teamwork - Deliverable ownership & accountability, Clear, empathetic team communication, Peer support & knowledge sharing, Time management & prioritization

WORK EXPERIENCE

UX Research & Strategy Intern - Hatsun Agro Product Ltd (HAP)

Feb 2024 – April 2024 | India

- Conducted competitive analysis on pricing and communication strategies across multiple brands and product lines.
- Collected and analyzed user feedback for the newly launched Hanobar chocolates to inform product and packaging improvements.
- Ideated interactive brand activation and consumer engagement experiences aligned with IPL cricket sponsorship.
- Proposed UX enhancements to improve customer journey and service design at Ibaco ice cream parlors.

Product Support Specialist (AEC Revit) - Autodesk

July 2020 – Jan 2023 | India

- Resolved customer issues for APAC geo on AutoCAD, Revit, BIM 360, and ACC products and contributed to the company knowledge base by identifying solutions.
- Tested and escalated customer-reported product defects for future improvements.
- Proposed a colored visual indicator for SLA breach prevention, which was approved for implementation.
- Volunteered in an internal project focused on enhancing employee growth and belonging.

Architect - Designer & Academia

Sep 2016 – Jan 2020 | India

- Led schematic design development, detailed working drawings, and 3D renderings for 8 diverse projects.
- Coordinated with clients and consultants, conducted site visits to assess construction progress.
- Taught architectural design for Bachelor's students and supervised graduation projects and Counselling students to enhance academic performance, behavior, and attendance.

LEADERSHIP

Community Flourishment Officer (Part-Time) - Hii, TU Delft

Sep 2023 – Sep 2024 | Netherlands

- Facilitated workshops on mental well-being and resilience.
- Recruited, trained, and managed a team of 10 facilitators.
- Organized social events to strengthen team dynamics.

Student Assistant (Part-Time) - TU Delft Mobilizers

Sep 2023 – Jan 2024 | Netherlands

- Organized and actively participated in research activities with a multidisciplinary team of 12 mobility scientists.
- Visualized research findings to communicate insights effectively.

SAMPLE WORKS

- [Enhancing Resident Engagement for The Green Village](#): Designed a community-based engagement framework through ethnographic research, ideation, and prototyping. Project delivered on time with exceptional project management.
- [Service Improvement for UMC Utrecht](#): Designed a solution for out-of-hours primary care triage challenges using service safari and bodystorming techniques.
- [Reimagining Ibaco In-store experience](#): Designed an interactive self-order kiosk to address challenges of the pay-per-gram pricing model, reducing decision-making pressure and improving customer experience.

CERTIFICATIONS

- Human-Centered Design Practitioner, LUMA Institute
- Introduction to Software Management, University of Alberta (Coursera)
- Foundations of Project Management, Google (Coursera)