



Somshubhra Ray

I am a service designer striving to build a better understanding of the 'wicked problems' that we face today through meticulous user research and applying design thinking tools to create meaningful connections between the various stakeholders, in turn taking their help for developing innovative solutions.

Get in touch!

Mobile

+91 87778 57018

Email

somshubhrar@gmail.com

Skills

Design thinking and research
Service design
Strategic foresight
Photography and videography
Ideation and prototyping

Online Presence

Website

www.somshubhraray.com

LinkedIn

www.linkedin.com/in/somshubhrar/

Instagram

www.instagram.com/captain.zer0/

Languages

English

Hindi

Bengali

Softwares



Work Experience

Workshop Designer and Facilitator

Tandemic | Jun 2021 - Present

Helping philanthropies, governments, and international donors use design thinking and strategic foresight to find new ways of addressing tough social challenges and strengthening change-makers on the ground.

Graduate Thesis Project

Havells India Ltd. | Feb 2021 - Jul 2021

Collaboratively designed a toolkit called Power Within Range, which assists readers in setting up electric vehicle charging stations in Indian cities.

Design Research Intern

Pensaar Design | Nov 2020 - Jan 2021

Worked directly with the core team on multiple projects for clients like McAfee and Yahoo Cricket, assisting with qualitative research, in-depth user interviews, heuristic evaluation and so on.

Service Design Intern

SELCO Foundation | Aug 2020 - Sep 2020

Service model development for a micro business based in Trichy.

Marketing Design Intern

Atomberg Technologies | Jun 2020 - Aug 2020

Created content for e-commerce websites, social media posts, infographics for company case studies, branding for campaigns and so on.



Academic History

2017-2021

Srishti Institute of Art, Design and Technology

Bachelor of Design (B.Des)

Business Services and System Design

2019

KEDGE Design School

International Exchange Program

Innovation and Design Thinking

2005-2017

The Future Foundation School

Indian School Certificate (ISC) | Science