

PRAVARSHA VILANKAR

Design Researcher & Strategist



+91-7447233222



pravarshavilankar@gmail.com



[Visit My Portfolio](#)



<https://www.linkedin.com/in/pravarshavilankar/>

PROFILE

I am a multi-disciplinary designer and researcher with a passion for innovation and user-centric solutions. I use a combination of qualitative and quantitative methods to understand user needs and behaviours, and design interactive systems and services that are both elegant and effective. I value collaboration and teamwork, and always strive to deliver high-quality results.

EDUCATION

Bachelor In Product Design

MIT WPU School of Design, Pune

Topper, GPA – 9, CGPA – 9.2

Batch of '22

WORK EXPERIENCE

Tata Elxsi – Design Researcher and Strategist

September 2022 – May 2024

- Worked extensively with multinational companies like **Panasonic, Apple, V-Guard, Honda, KIA** and others.
- Conducted research and analysis on consumer and technology trends to develop data-driven **trend forecast reports and strategic solutions** for various industries and brands.
- Performed **secondary research and competitive benchmarking** for client projects across different domains to support data-driven decision-making.
- **Recruited and managed suitable participants** for research studies, ensuring **high-quality data collection** through surveys, interviews, and experiments across multiple countries and languages.
- Created visual **proposals with detailed project planning, risk mitigation, and strategic execution** for various clients projects.

Tata Elxsi – Product Design Intern

Mach 2021 – July 2021

- Worked on an **in-house strategy development** project based on sustainable change for FMCG packaging by conducting extensive research and analysis.
- Performed product ideation, CAD modelling, rendering, and prototyping for various client projects.

Zealous Design Solutions – Product Design Intern

June 2020 – July 2020

- Performed secondary research and analysis for an in-house project called 'New Normal'.
- **Contributed to the ideation and conceptualisation** of a UV utensils steriliser product that offered innovation and convenience.

SKILLS

Languages

English

Hindi

Marathi

Professional

Interpersonal skills

Attention to detail

Problem solving

Adaptability

Communication

Methods

Qualitative research

Quantitative research

Affinity mapping

Trend mapping

Journey mapping

Service blueprinting

Stakeholder mapping

User flows

Prototyping

Usability testing

Design Sprints

Value proposition

Business model

Strategy development

Information Design

Content writing

TOOLS



SPOTLIGHT

- Recipient of **exceptional work award** in Tata Elxsi.
- Experienced in **On-field projects in various countries (USA, Taiwan).**

PASSION

Travelling, exploring and experiencing cultures, music and reading books