

PRAVARSHA VILANKAR

Design Researcher & Product Strategist

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PROFESSIONAL SNAPSHOT

- Product and strategy professional with **4+ years spanning enterprise design research and entrepreneurial product building**.
- At Tata Elxsi, shaped **product strategy and innovation direction** for global brands including Samsung, Apple, Honda, KIA, and Panasonic across the USA, Taiwan, and India.
- As Co-Founder of Movil, owned the **complete product lifecycle** — from identifying market gaps and building products to managing sales, operations, finance, and brand.
- Brings rare depth of both **research-led strategic thinking and hands-on execution**.
- Published researcher, SAGE Publications, SCI-Indexed Q2 (2025).

CORE COMPETENCIES

- Qualitative Research • Quantitative Research • Usability Testing • Consumer Behaviour Studies • Trend Forecasting
- Competitive Benchmarking • Product Strategy • Product Discovery • Product Roadmapping • Go-to-Market Strategy
- Market Research • Insight Synthesis • Product-Market Fit • Pricing Strategy • Brand Positioning • Journey Mapping
- Service Blueprinting • Stakeholder Management • Vendor Management • Sales Strategy • AI-Assisted Workflows
- Systems Thinking • Cross-Functional Collaboration

WORK EXPERIENCE

Movil - Co-Founder & Product Strategy Lead

May 2024 – Present (~2 yrs)

Product Strategy • Consumer Research • Market Validation • Brand & Operations

- Built and ran a product business end-to-end — covering **product ideation, market research, pricing, procurement, branding, sales, marketing, and financial management** — developing practical ownership across every function a product needs to succeed.
- Identified and **tested product opportunities** across gifting, branded merchandise, seasonal FMCG, and e-commerce — making real go/no-go calls based on customer response, margins, and market demand.
- Conducted ongoing **consumer research and customer discovery** — through direct conversations, buying behaviour observation, and market analysis — to continuously refine product direction.
- Spotted an underserved gap in **physical brand experience for hospitality spaces** through market research; executing a focused strategic pivot into café and restaurant branding.
- Owned **pricing strategy and margin management** — balancing cost of goods, vendor rates, perceived value, and competitive pricing across multiple product lines.
- Drove **sales and marketing independently** — digital presence, customer acquisition, and brand communication — learning directly what messaging converts.
- Navigated **vendor negotiations, legal and compliance basics, and supply chain operations** — ground-level understanding of how businesses actually function.
- Leveraged AI tools (Claude, ChatGPT, Gemini) to **accelerate research, competitive analysis, and content workflows** — faster execution without replacing strategic thinking.

Tata Elxsi - Design Researcher & Strategist

Sep 2022 – May 2024 (~1 yr 8 mo)

Clients: Samsung • Apple • Honda • KIA • Panasonic • V-Guard • Tata Motors

Sectors: Consumer Electronics • Mobility • FMCG • Digital Products

- Delivered **consumer research and innovation strategy** for globally recognised brands — across digital products, physical products, automotive mobility, and consumer electronics.
- Ran **cross-cultural research across USA, Taiwan, and India** — managing participant recruitment, study design, moderation, and synthesis across different markets and languages.

- Produced **trend forecasting reports and future opportunity maps** that helped client product teams understand where consumer behaviour was heading and where to invest next.
- Built **competitive benchmarking and market intelligence frameworks** giving client product teams a clear picture of their standing versus the market.
- Translated research findings into **strategic recommendations and actionable product insights** presented to cross-functional stakeholder teams at client organisations.
- Created **journey maps, service blueprints, and stakeholder maps** — giving product and experience teams a structured view of user needs and system gaps.
- Awarded the 🌟 **Exceptional Work Award** at Tata Elxsi for research quality and impact on client projects.

Tata Elxsi - Product Design Intern

Mar 2022 – Jul 2022 (5 mo)

- Contributed to an FMCG **sustainable packaging research and product development** project — covering research, ideation, CAD modelling, and prototyping.

Zealous Design Solutions - Product Design Intern

Jun 2020 – Jul 2020 (2 mo)

- Conducted **secondary research and competitive analysis** for a UV steriliser product; contributed to **concept development and early-stage ideation**.

RESEARCH PUBLICATION

Improving Ergonomic Safety in Agricultural Brush Cutters: Design Intervention and Evaluation

Publisher SAGE Publications — Journal of Integrated Design and Process Science

Index SCI-Indexed, Q2 · Published July 28, 2025 · Co-author

Domains Ergonomics · Human Factors · Product Safety · Usability Research · Design Evaluation

EDUCATION

Bachelor of Product Design - MIT WPU School of Design, Pune

2018 – 2022

GPA: 9 · CGPA: 9.2 · Academic Topper · **Graduation Research Published in SAGE, SCI-Q2 (2025)**

TOOLS & TECHNOLOGY

Research & Strategy: Miro, Notion, Google Workspace, Microsoft Office

Design & Prototyping: Figma, Adobe XD

AI Workflows: Claude, ChatGPT, Gemini — synthesis acceleration, competitive research, content strategy

Languages: English · Marathi · Hindi