

An experienced design researcher interested in helping cross-functional teams to create great products and experiences.

Product Consultant / Owner

Amol Surve LLC

April 2016 – Present

- Applying a Design Thinking approach, inspired by research to solve product, design and branding challenges.

Public Information Officer Volunteer

American Red Cross, AZ-New Mexico-El Paso Region

August 2014 – Present

- Represented the Red Cross to the Northern AZ community and to local media.
- On-site PIO for Red Cross shelter during Slide Fire and Black Canyon City flood.
- Lead and managed branding, social media and PR campaigns for Smoke Alarm installations in Bellemont, Parks and Flagstaff, AZ.

Design Researcher

University of Arizona College of Medicine – Phoenix & Center for Applied NanoBioscience and Medicine (ANBM)

November 2009 – December 2013

- Lead user interface research, design and branding for biotech platforms.
- Strengthened high dollar, high impact grant proposals during planning, development and post submission activities through user-centered design.
- Helped early stage biotech ventures to gain competitive advantage through customer focus and design thinking resulting in successful funding.
- Interfaced with external product development firms and facilitated communication between them and internal team to achieve design objectives and research goals.
- Created visual product roadmaps for internal and external audiences.
- Researched, proposed and implemented new web services to enhance event management, communication, online payments and improve end user experience.
- Lead and managed branding projects.

Associate Research Professional

Center for Applied NanoBioscience (ANBC), The Biodesign Institute at Arizona State University

July 2008 – October 2009

- Conceived and created product user requirements, specifications, personas, storyboards, scenarios, flowcharts and design prototypes for various sponsored projects and research proposals.

Asst. Research Technologist

Center for Applied NanoBioscience (ANBC), The Biodesign Institute at Arizona State University

February 2007 – June 2008

- Design research & strategic concept development for rapid forensic DNA analysis research proposal resulted in a multi-million dollar contract.
- Conducted user-centered research & implemented innovation methods to manage the design and production of **GendSiTE® System for Federal Bureau of Investigation (FBI)**.

Graduate Research and Teaching Assistant

Center for Applied NanoBioscience (ANBC), The Biodesign Institute & The Design School, Herberger Institute for Design and the Arts at Arizona State University

January 2005 – January 2007

- Collaborated with ANBC for the design and development of a User-Centered Molecular Cancer Diagnostic Device.

Associate Designer & Market Researcher

Design Intervention India Pvt. Ltd, Mumbai, India

June 2001 – July 2004

- Conceptualized and designed a variety of products, retail spaces, exhibitions, sets for television and miniature models for animation.

Patent

Duane B, Hurth C, Lenigk R, Nguyen D, Smith S, **Surve A**, Zenhausern F, inventors. Improvements in and relating to performance of an analyser for biological samples. World Patent WO 2012027567 A1. March 1, 2012.
Also published as European Patent EP 2609433A1. July 3, 2013.

Education

Master of Science, Industrial Design Human Factors in Design

Arizona State University, 2007

Design Kit: Human-Centered Design

A course by IDEO.org & Acumen, 2015

Bachelor of Architecture

Mumbai University, 2001.

Skill Set

Research and Strategy

- User-centered design
- Design research & planning
- Synthesis of research into design strategies, frameworks, personas, scenarios and creative inspiration

Communication

- Effectively communicating design research insights to facilitate decision making for team and stakeholders
- Visual presentation skills in both traditional and digital media
- Experience working with multi-disciplinary teams

Design

- Trained in ideation and creativity methods
- Sketching and prototyping
- Integrating product design, human factors, information design and branding
- Applying design strategically in a research setting

Technical

- Adobe Creative Suite
- AutoCAD & 3D Max
- Photography and video
- Web Services

Miscellany

- Awarded Fellowship / Assistantship, ASU
- Pedrick Scholar-Dean's List-Earl Scholarship.
- Rapid DNA Analysis System featured in BBC news, ABC 15 News, KOLD News etc.
- Acknowledged for instrumentation design of Rapid Forensic DNA Analysis system in *Analytical Chemistry*, 2010 journal.