

Aman Sinha

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Professional Summary

Multidisciplinary strategist grounded in systems and service design, using design to synthesize complexity into strategies that guide scalable interventions. With experience developing context-driven solutions in rural India, I translate research into actionable frameworks that align stakeholders and enable sustainable impact.

Professional Experience

Design Research Intern | Leap Design | Mar 2024 – Present

- Co-designed programs that bridge institutional visions with community insights, advancing governance models and improving integration of government schemes.
- Contributed to scaling the Youth Hub initiative, enabling rural youth to access skills, networks, and livelihood opportunities.
- Supported cross-sector initiatives combining policy, community voices, and partnerships to address rural challenges holistically.
- Currently leading a project designing feedback loops that adapt centrally mandated policies to local realities while informing upstream decision-making.

Vice President | Rotaract Club of New Bombees | Jul 2024 – Jul 2025

- Increased membership by 60% through strategic outreach and mentorship.
- Planned and executed 8+ service projects across community, social, and digital domains.
- Oversaw budgets and project planning while mentoring board members to design sustainable, high-impact initiatives.

Research Intern | Shape India | Jul 2023 – Sep 2023

- Conducted qualitative & quantitative research to generate insights addressing specific problem statements in Material Research
- Designed a research methodology integrating market analysis, secondary research, and primary fieldwork.
- Delivered actionable insights that informed strategic decision-making for the organization's initiatives.

CEO & Founder | 2Bit | May 2020 – Aug 2021

- Founded a bootstrapped marketing agency serving small businesses and NGOs, scaling to 15+ clients with 0 startup costs.
- Delivered brand strategies and creative content that helped grassroots organizations expand reach despite limited resources.
- Established a trusted network of impact-driven partners, demonstrating entrepreneurial initiative and creative problem-solving.

Education

NMIMS School Of Design | B.Des Humanizing Technology | 2022-2026

CGPA - 3.41/4

Selected Achievements & Engagements

Exhibition: Artist, Kala Ghoda Art Festival (2024)

Publications: Research Paper published with Bennet University (2024); Whitepaper in IIP Proceedings (2024)

Speaking Engagements: Panelist, Research Embedded Learning (2024); Panelist, Somaiya School of Design – Making Films Quickly (2024), Presentation without Publication - HCI 2024, Finalist HCIPAI Awards

Workshops: Facilitator, NMIMS School of Design – Octography & Art Installations (2024); Facilitator, Somaiya School of Design – Art Installations (2024)

Core Skills

Systems & Service Design · Human-Centered Design

Policy & Program Design · Strategic Planning

Design Research · Ethnography · Data Visualization

Workshop Facilitation · Community Engagement · Storytelling

Figma · Miro · Adobe Suite

Arduino (Physical Computing) · DaVinci Resolve

HTML · CSS · JS · Python · C++ · C#

Fusion 360 · Blender · Unity