

# TARIKA JAIN

A product strategist & designer with experience in creating innovative, user-centric physical, digital & IoT products.

## Contact

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## Languages

English  
Hindi  
Spanish

## Education

### Carnegie Mellon University

Master of Integrated Innovation for Products & Services  
(Focus: Design Engineering, Data science & Management)  
Graduated (December 2020)

**Teaching Assistant for Launching New Products**  
(October - December 2020)

### Parsons The New School for Design

Bachelor of Fine Arts in Product Design  
Graduated (May 2018)  
Dean's list, 2016- 2018

## Graduate Coursework

### Data, Engineering & Business Focused

Data Management & Mining | Data Visualization |  
Applied Machine Learning | Marketing research |  
Mechanical Engineering Principles | Finance | Pricing |  
Business Strategy

### Design Focused

UX Research | Rapid Prototyping | Internet of Things  
| Medical equipment design & Packaging | Interactive  
Design | 3D modelling

## Skills

### Strategy & Management Tools

JIRA | Trello | Project Management | Strategy Frameworks  
| Quality Management | Microsoft Office

### Technical

SQL | NoSQL(MongoDB & Neo4j) | Python | C++ |  
Javascript | SPSS | Tableau Prep & Desktop | Minitab

### Design

Sketch | Figma | Adobe CC  
SolidWorks | Fusion 360 | Keyshot | Product Illustration  
Wood & metal working | Moldmaking | Thermoforming

## Leadership and Awards

- Grace Hopper Scholar and Attendee 2020
- North America recipient of the HLR scholarship by J.W Thompson, July 2019. Awarded 1 of the 7 best woman designers globally.
- Six Sigma Greenbelt certified in healthcare industry, June 2019 to drive operations process improvement.
- Selected as Parsons Product Design representative at the 2018 IDSA conference. Presented my thesis "loop".

## Work Experience

### Product Innovation Intern

(June - August 2020)

**Honda R&D Americas LLC, 99P Labs (Strategic Research Group), Remote**

- Sold a digital connected mobility product, Miru (capstone project), to Honda 99P Labs in May'20. Continued it's development as an intern.
- Created 1 year project plan by collaborating with design, technical & business teams for Miru's development & it's alignment with Honda's new mission.
- Conducted 40+ co-design sessions with the user research team to validate user needs previously identified during first round of ethnographic research.
- Initiated & guided team through data-driven personas derived from survey data & combined them with qualitative insights to evaluate users' needs & segment sizes.

### Co-Founder & Product Manager

(May - August 2020)

**OmniRecycle Startup, Remote**

- Co-founded a machine-learning based recycling product business proposition & made it ready for initial funding through Project Olympus.
- Spearheaded user research with industry experts & demand-side users to identify gaps in manual trash sorting to create a 10x value of the business.

### Product Designer

(July 2018 - June 2019)

**Nelipak Healthcare Packaging, Whitehall, PA**

- Led design & prototyping of the 1st packaging line for Type 1 Diabetes equipments for Semma Therapeutics. Collaborated with surgeons, sales team, design engineers to understand product use flow, ergonomics, safety, feasibility & disposal factors.
- Designed & shipped 20+ thermoformed packaging for healthcare companies such as Medtronic, BD, 3M & J&J by analyzing equipment design & surgical workflow that complied with industry standards.
- Communicated the voice of customers with internal teams through clear RFDs, quick visualization & rapid prototypes to decrease time to market of commercially feasible thermoformed trays by 2x.
- Proposed a reduction of angel hair production by 25% using Six Sigma.

### Product Design Intern

(January - July 2018)

**Luxottica Group, New York City**

- Designed & delivered Spring/Summer Tory Burch eyewear collection.
- Strategized with brand teams to align design with popular trends and pricing.

### UX Research & Product Design Intern

(July - August 2017)

**Skullcandy, Park City, Utah (Consumer Electronics)**

- Redesigned user experience, form and product mechanics for Skullcandy XT-Free bluetooth earphones for Gen-Z by analyzing stakeholders & competition.
- Redistributed the PCBA & battery to increase earphones' battery life by 30% while keeping them lightweight by collaborating with electrical & mechanical engineers.

## Projects

### Researcher | Graduate Thesis Project

(August - December 2020)

- Researching new methods to gather & combine quantitative with qualitative data for new product development to guarantee greater success of product solutions.

### Product Manager | Honda Capstone Project

(January - May 2020)

- Designed a crowdsourced based virtual platform in collaboration with Honda for non-car owner commuters living in mid-size cities to allow for a personalized & more joyful connected mobility experience for future.
- Validated the business potential & technical feasibility through user feedback, product roadmap, market sizing, go-to-market strategy & initial prototype.

### Designer | SmartMug (Consumer Electronics)

(January - May 2018)

- Developed a travel coffee mug & a connected application that can let one heat up their coffee on the go without an external power supply.