

# VYOMA HALDIPUR

## Product Designer | Food Designer

+91 9924364895 • [vyomahaldipur@gmail.com](mailto:vyomahaldipur@gmail.com) • [www.vyomahaldipur.com](http://www.vyomahaldipur.com) • [www.linkedin.com/in/vyomahaldipur](https://www.linkedin.com/in/vyomahaldipur)

### EXPERIENCE

#### NEUFIN - NEUFO TECHNOLOGIES PVT LTD

Mumbai, India

##### Product Designer

June 2023 - Present

- **Leading the design vertical** as the founding designer in a team of 10, driving the company's product vision and strategy.
- Successfully designed and executed **over 5 innovative products**, from initial problem identification to high fidelity designs.
- Enhanced monthly website traffic by 6x through **strategic improvements in user experience** and brand visibility.

#### FUTURE FOOD AMERICAS (FUTURE FOOD INSTITUTE)

(Remote) San Francisco, CA, United States

##### Associate Designer

August 2021 - August 2022

##### Assistant Project Manager Intern

May 2021 - August 2021

- Effectively **resolved critical user problems** and delivered **impactful design solutions** for multinational CPG companies.
- Led **comprehensive user research** efforts including trend research, focus groups, expert interviews for several projects.
- Shaped an MNC client's 2040 **innovation strategy** using futures thinking, design thinking and scenario mapping.
- Managed Cities2030 internally, a **European Union grant project** with the potential to bring 250k Euros in funding.
  - **Lead a cross-functional team**, managed the project roadmap, timelines, execution, documentation and reporting.
  - Coordinated with the **40+ external partner companies** to ensure accurate and timely completion of the tasks.
- Designed and **facilitated** internal and external workshops and meetings, developing curriculum, tools and presentations.
- Collaborated with a **globally dispersed team spanning 6+ time zones**, effectively collaborating to drive successful outcomes.

#### REBEL FOODS PVT LTD (FORMERLY FAASOS)

Mumbai, India

##### Design Intern

June 2020 - December 2020

- Led primary research efforts to **understand the impact of the pandemic on consumer behaviors** and food choices.
- Utilized insights to design **customer journeys** and touchpoints to effectively meet evolving consumer needs and preferences.

#### FUTURING DESIGN PVT LTD

Pune, India

##### Design Intern

June 2017 - July 2017

- Contributed to the **successful design and implementation** of a beverage dispenser and a modular kitchen setup.

### EDUCATION

#### NATIONAL INSTITUTE OF DESIGN | Bachelor of Design - Product Design

2014 - 2019 | Ahmedabad, India

- **Award:** NID Ford Foundation Grant for the Degree Project

#### IULM UNIVERSITY, SCUOLA POLITECNICA DI DESIGN | Master in Food Design and Innovation

2019 - 2020 | Milan, Italy

- **Award:** Call for Talent Scholarship with 50% tuition fee waiver

#### ECOLE NATIONALE DES ARTS DÉCORATIFS ENSAD | Exchange Semester - Product Design

Oct 2016 - Jan 2017 | Paris, France

- **Award:** Charpak French Government Scholarship by Republique Francaise - Ambassade de France en Inde

### DESIGN AND RESEARCH SKILLS

User Research, Analysis, Ideation, Concept Development, Design Thinking, Sketching, Wireframing, System Mapping, Service Models, User Personas, User Journeys, Prototyping, UI and Visual Design, Rapid Iteration, Interviews, Surveys, Focus Groups, Competitive Audit and Analysis, Field Studies, Diary Studies, User Testing, A/B Testing, Card Sorting, Information Architecture.

### ACHIEVEMENTS AND CERTIFICATIONS

- **Global Governance Initiative MBA Scholar Candidate.** (January 2023 - May 2023)
  - Selected to join the invite-only platform providing **masterclasses in product management, consulting and strategy.**
- **Open IDEO - Food systems game changers lab, FSGCL (2021)**  
**IDEO, The Rockefeller foundation, Thought for food TFF, EAT, Meridian Institute, Second Muse, Intention 2 Impact.**
  - Selected through a **global open call** to participate in the solutions accelerator towards building resilient local food systems
  - Co-created and designed for the ReFood network, dedicated to advancing sustainable food practices for a better future.
- **Certifications:**
  - Foundations of UX Design & Start the UX design process: Empathize, Define, Ideate from Google & Coursera (2022-23)

### VOLUNTEERING AND SOCIAL IMPACT

#### THOUGHT FOR FOOD TFF | Ambassador & Communications Lead for Asia

(Remote) Sept 2020 - Dec 2021 | United States

#### ARANYA AGRICULTURAL ALTERNATIVES | Permaculture volunteer at a semi-urban farm

March 2018 | Hyderabad, India