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ARIVUDAINANGAI KANDASAMY

DESIGN RESEARCH | SERVICE DESIGN | UX RESEARCH | STRATEGY

Profile Info

With a background in architecture, I've learned to approach design through context. Through SDM, I've expanded this lens across scales and functions – applying contextual inquiry to understand systems, processes, and cultures that shape how people coexist and how organizations thrive.

Education

M.Des Strategic Design Management 2023-Present

National Institute of Design,
Gandhinagar, Gujarat

B.Arch 2017-2023

RV College of Architecture,
Bangalore

Skills & Tools

Design Research Methodologies,
Behaviour centric Design, Service
Design, Social Innovation, Systems
thinking, Business model innovation
Ethnography, In depth interviews,
Focus groups, Surveys, User personas,
journey maps

Figma, Adobe CC (Photoshop,
InDesign), MS Office, FigJam/ Miro,
Notion

Achievements

ICoRD 2025 – Co-authored a research paper on
"Beyond the Clock: Understanding Overtime in
India's IT Industry", presented at the **International
Conference on Research into Design**. (Originally
developed as part of the Design Project 1 at NID)

Project Experience

Service & Systems Design

Social Innovation Studio

July 2025 – April 2026

Disability Inclusion Framework (Y4J): Designed a systemic, multi-tier training architecture for rural SHGs in Karnataka. Iterated high-touch facilitation tools, including an A1 Snapshot Blueprint, to ensure standardized knowledge transfer and reduce cognitive load for 80+ community facilitators.

Subcultural Financial Profiling (MahaMoney): Conducted Phase Zero deep-dive research into Odia, Kannada, and Tulu communities. Synthesized primary and secondary data into insight reports and community profiles to guide primary research.

Tourism Service Protocols (IGS-MPT): Assessed ground-level service delivery in Madhya Pradesh to develop journey-based Standard Operating Procedures (SOPs).

Systems Sprint Design (DSBC): Investigated Bangalore's urban challenges in health, water, and waste through a systems lens. Structured a participatory workshop format utilizing the Iceberg Model and System Archetypes to facilitate rapid collaborative problem-solving.

Systems Design

Continuous Learning |
NID project

Jan – Apr 2025

Investigated how a systems approach can help understand continuous learning across life stages in a rapidly evolving socio-economic landscape. The project mapped motivations, barriers, and systemic interdependencies shaping how individuals adapt and grow amidst shifting technological, professional, and cultural realities.

User Research

Glam9 | Freelance

Jan 2025

Conducted primary research and analysis to understand the needs of learners and trainers in the beauty education space. The research explored the viability of a course aggregation platform and identified challenges such as curriculum standardization, trainer shortages, and online learning limitations.

Organizational Design Audit

CricHeroes,
Ahmedabad

Sep – Oct 2024

Conducted a strategic audit with a multidisciplinary team to evaluate internal communication, team dynamics, and operational efficiency. Proposed interventions aligned with growth goals and value delivery.

Architecture Internship

Atto Atelier,
Bangalore

Feb - June 2023

Exposed to projects across architecture, interior design, furniture design, hospitality spaces, and co-working environments. Contributed to conceptual ideation, design development, and visualisation, and supported BOQ documentation on select projects.