

Sudarshan Gopalan

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a Social Entrepreneur and User Experience Designer who uses design thinking to grow organizations and solve social relevant problems.

Education

General Assembly

June - August 2014 (700 hours)

User Experience Design Immersive

Indian Institute of Technology

May 2001 - May 2006

Masters in Technology

Water Resources Management

Bachelor's in Technology (Honors)

Agriculture & Food Engineering

Skills

Methodologies: User Experience Design, Human-Centered Design (HCD), User research, Information Architecture, Rapid Prototyping, Usability Testing, Financial Modeling, Due Diligence, Lean Methods, Start-up Growth Strategy, Competitive Analysis, Wire-framing

Tools: HCD toolkit, Adobe Illustrator, Omnigraffle, Flinto, Invision, POP, Keynote, Pages, MS Excel, Word, PowerPoint, Tableau, HTML/CSS, Business Model Canvas, Sublime Text,

Languages: English (native), Hindi (native), Tamil (fluent), Telugu (spoken), French (learner)

Work experience

General Assembly

June - August 2014

- **Social awareness campaign:** Designed an interactive mobile app and campaign website to raise awareness of conflict electronics for a social enterprise, Conflict-Free Electronics.
- **Mobile banking app:** Created a mobile-first banking experience for a hypothetical credit union client.

Pale Blue Dot (Founder)

July 2012 - May 2014

- **EdTech:** Developed the National EdTech Policy for the Government of India, to improve quality and efficiency of public school systems. Realigned policy focus from school-centered to user-centered tech platforms.
- **Investment advisory:** Prepared growth strategy and investment proposal for a school rating company for \$2.5M Series A funding & identified investable opportunities in EdTech in emerging markets for the 'Inklings incubator.'

Policy Innovations (Co-Founder)

August 2009 - June 2012

- **Human-centered Design:** Designed a school report card product to present school quality to illiterate low-income parents & designed frameworks to maximize product adoption organically through informal networks.
- **Business development:** Managed all key client relationships, & successfully retained all PI clients for repeat business. Clients included Sesame Street (India), Johns Hopkins University, Gray Matters Capital India, RUMI Schools.
- **Team building:** Led a multi-disciplinary team of engineers, statisticians, graphic designer and anthropologist.

PriceWaterhouseCoopers (Senior Consultant)

November 2007 - October 2009

- **Government transparency:** Led user research, process audits, stakeholder engagement and business model development for a more transparent electronic tendering process for Governments of India and Mauritius.
- **Personal growth:** Rated in top 10% of my practice. Amongst three people to be given top rating in a 30-member team. Only Consultant to be promoted within a year.