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   Freelance UX projects through GA

- **Conflict-free electronics**: Created a mobile app prototype and website design to raise awareness of conflict electronics. The client accepted our recommendations and is currently developing the app.
- **Mobile banking app**: Created a mobile-first banking experience for a hypothetical credit union client
- **Magic Toy shop**: Developed a clickable e-commerce website prototype for a nostalgia toy shop

Pale Blue Dot (Founder)   Advisory forum for social enterprises, NGOs, & Governments

- **National EdTech Policy of India**: Developed the 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)   Impact evaluation & Design Research for social enterprises

- **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)   e-Governance practice

- **Government transparency**: Led user research, process audits, stakeholder engagement and business model development for a more transparent electronic tendering process for Govt of India and Govt of 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, and the youngest Senior Consultant on the team