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**ADITI JOSHI**  
DESIGN PORTFOLIO  
*come check out my work!*

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# WHO I AM

I believe wholeheartedly in the power of humanity centered design as a tool for social change. In my own work, I am informed by critical theory, and see my work as being informed not only by this theoretical, philosophical information, but also engaging with stakeholders and individuals who are experiencing the everyday effects of such theory. My work is feminist, anti-racist, and inclusive in nature, and I believe that it is important for design to work for everyone, not just the privilege few who can afford it.

I graduated from Olin College in 2017 with an engineering design and social change degree and then decided to get more formal training in design, so I have been completing a one-year masters course at the Glasgow School of Art in design innovation and citizenship. These two experiences, which are both technical and practical in nature have allowed me to engage in many projects with live clients and use that to inform my design practice and methodology.



**BROWSE THE NEXT  
PAGES FOR SOME OF  
MY WORK.**

contact me at [aditisatishjoshi@gmail.com](mailto:aditisatishjoshi@gmail.com)  
if you want to work together!

# SHIFTING RHYTHMS

SEPTEMBER 2016-MAY 2017

what if all students had access to high-quality, hands-on education?

## CONTEXT

### UNDERSTANDING AND EMBEDDING WITHIN THE LOCAL COMMUNITY

Shifting Rhythms is a mobile education program that introduces technology, entrepreneurship, and the arts to youth ages 12-18 in Coahoma County, Mississippi. The project began in the fall of 2014 with engagement with stakeholders in Coahoma County. Mississippi ranks 43rd for educational achievement in the country and many youth and community leaders expressed concern over future opportunities for those living in the county. We heard teachers say that the youth in the county suffered from a “lack of exposure”, putting them on a different playing field as their counterparts in other states. As such, we found it important to bring hands-on skills and learning opportunities to youth, supplementing their formal education. As Coahoma is a rural county, and those in smaller towns do not have the access to resources in the city, we found it important that the space was mobile, so it could reach several points in the county.

Coahoma County is where Blues music was born but also has a legacy of slavery that can still be seen in the built environment today. We wanted to bring the heritage of Blues music back into the community and we did this through a unique, modern guitar making curricula. This not only allows youth to learn new skills, but also do so in the context of their own community's history and experiences.

In order to deliver the curricula, we decided to partner with exciting after school programs. This would allow longevity as we would be connecting with the same youth week after week. It also was important to work within existing frameworks to gain trust in the community, so having these partnerships allowed us to demonstrate that we cared about what the community was already doing and wanted to add to that rather than imposing our own ideas and curricula.



## ENGAGEMENTS

### CO-DESINGING AND PROTOTYPING WITH STAKEHOLDERS

Since working with the local community was important, we created several engagement tools and activities to do with youth to prototype and co-design the program with us. We worked with youth to come up with branding for the program, which led us to our name, colors, and logo. We also did several prototypes before landing on the curricula around guitar making. In the spring of 2018 a pilot was completed, helping us understand the feasibility of the program and gaining more local support through hiring local teachers as our pilot leaders.

## BUSINESS MODEL

### DESIGNING A SUSTAINABLE ECONOMIC INFRASTRUCTURE

This program had to be self-sustaining, so we developed and prototyped a business model that focused on youth selling part of the products that they made during the course of the program, where a portion of that profit would go to them and the rest would go into sustaining the bus. During our 2018 pilot we also worked to testing this business model. In order to gain funding for this pilot, we also worked on several grant applications. Through the course of the semester, we received over \$52,000 in funding, from both national organizations like the Ford Foundation as well as local organizations in Mississippi. This money helped us buy a trailer as well as two part time staff members for our pilot. Hopefully this will take the project to the next level and eventually become an entirely community run and financial stable program embedded within Clarksdale.

# DOULA DESIGN

JANUARY 2017-MAY 2017

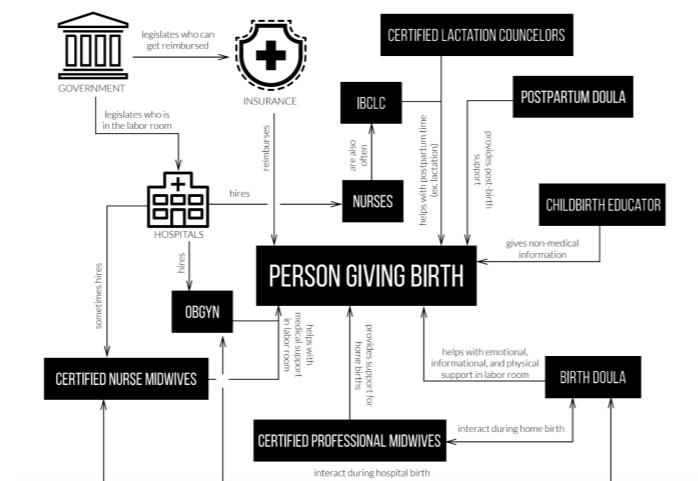
how can organizations better support individual doulas and create a sense of community?



## CONTEXT

UNDERSTANDING WHAT DOULAS DO IN GEORGIA

We started this project through a partnership with Healthy Mothers Healthy Babies of Georgia (HMBGA) who saw the need for more specific mentorship structures and curricula that allow birth support professionals to gain skills that they do not currently have in the certification process. As a team, we saw value in focusing on three specific curricula that target ranges of skills and outcomes in order to show the wide variety possibilities in these seminars. We hoped that the essence and vibe that each of these seminars has (one of building community, active engagement, and individualized goals) can be carried over to the entire curricula that HMBGA decides to move forward with in the future.



## ENGAGEMENTS

INTERVIEWING AND EXPERIENCES THE EVERYDAY LIFE OF A DOULA

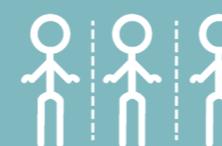
Our preliminary research uncovered the low number of certified birth support professionals (BSPs), especially in Georgia, as compared to the rest of the US. Knowing this theoretically, we wanted to understand why this was happening. We interviewed several doulas, both in Georgia as well as in Boston, where we were based. We also attended a breast feeding class to allow us to better understand what the training was like for doulas. We found that there was a high level of burnout for the profession, and an discomfort with the business side, even though it was necessary for a sustainable life. We found that building a business for a doula is a process that can be uncomfortable and conflicting. But the way in which doulas run their businesses, from how they communicate online to how they charge and more, impacts how doulas exist individually and nationally.

## CURRICULA

USING INSIGHTS TO INFORM CURRICULA FOR OUR CLIENT

To address this issue, we propose the doula development seminars, a series of gatherings and workshops (see below) that doulas can participate in sequentially over a period of weeks. We chose workshops because they are within the scope of HMBGA and offer a chance for face-to-face engagement between doulas, as well as skill development and a chance for doulas to share their strengths with others. The workshops will be designed to (1) empower doulas by showcasing a diverse set of stories and strategies for business + management; (2) build confidence, self-efficacy + comfort with business side; (3) develop path + doula identity; (4) build community + relationships among doulas; and (5) support the legitimization of the profession. These goals aim to address the problem identified in the previous section through individual skill building as well as at deeper community levels.

### identity discussion & reflection



doulas feel disconnected; no shared sense of community



meet in casual roundtable to discuss practices & identity; grow community



reflect on one's own identity



better sense of personal identity and coherent professional culture

### outcomes

situation of personal identity within professional identity  
community and relationship building  
ability to pitch one's role to clients and medical community

### social media & web presence



doulas feel disheartened and poorly equipped to manage online presence



share stories and learn from each other to gain new skills and ideas



set action-oriented goals with scaffolding



confidence in one's own skills and people to reach out to

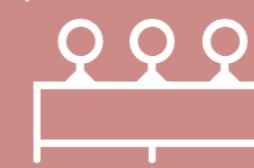
### outcomes

continued community and relationship building  
inspiring ways to use social media to further one's existing goals  
build self-efficacy through mentors and learning without judgement

### pricing panel & roleplay



new doulas feel unsure and uncomfortable of how to price their services



sharing of stories and advice by panels of experienced doulas



role play different scenarios to practice strategies



better preparedness for charging fairly and making a living

### outcomes

finding community (removing "it's just me who finds this hard" mindset)  
constructing shared understanding of valuing doula services  
build confidence in working with clients

# NHS INFORM FOOD

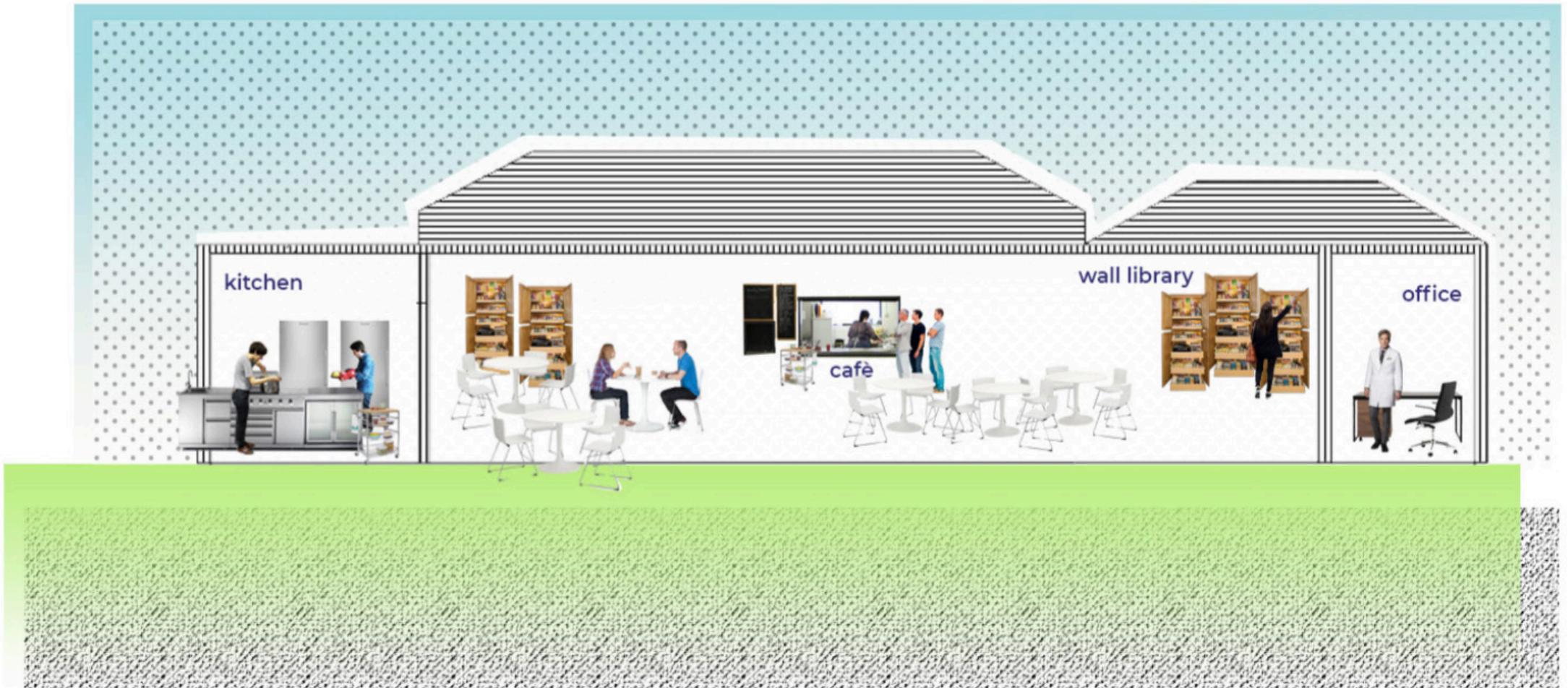
JANUARY 2018-MAY 2018

how can NHS 24 integrate healthy food information better in their existing services?

## CONTEXT

### UNDERSTANDING AND EMBEDDING WITHIN THE LOCAL COMMUNITY

For this project, we were asked to respond to a brief for the NHS 24 platform. The NHS 24 is Scotland's national telehealth service that makes up one of the seven special health strands under the NHS umbrella. It is primarily an out-of-hours service to dispense advice and information when general practices are closed. The NHS 24 includes several helplines, both general and specific as well as a set of online resources. Our particular focus for this project as citizen designers was to think about the underlying social aspects that relate to how we interact and relate to healthcare services. We found it important to think about the social aspects of this project, making sure that they influenced how we went about any new partnerships. Healthcare is inherently social and in order to expand the current healthcare services, it would be important to understand the social aspects that influence the system in order to use partnerships in a socially minded way. While we were doing desk research about important health movements and strains currently on the NHS, we found that right now there are several organisations that are working on community food and health both in Scotland and around the world. There seems to be a large impetus currently around changes in food policy to make access to healthy food easier and this would be a perfect time for an organisation like NHS Inform to become involved in these efforts to provide a healthcare perspective and the backing of a large governmental institution.



## ENGAGEMENTS

### UNDERSTANDING CURRENT WORK

We thought it important to engage with current community health professionals as well as users of NHS 24 to understand how healthy food choices could be embedded within the existing framework. As such, we have conducted interviews and workshops that allowed us to understand how to connect people and concepts. We found the following insights: (1) Health and food inequalities and environmental situations highly affect the way in which people are able to access food choices; (2) It is difficult to get people to access their data, but this would help the NHS; (3) There are currently a lot of organizations working on community food but they aren't connected to one another; (4) It becomes much easier to deliver services when they are socially based; and (5) NHS 24 was not currently a presence in people's everyday lives. We used these five insights to help guide a framework of several ways NHS 24 could embed healthy food choices into their existing offering.

## FRAMEWORK

### EMBEDDING FOOD IN NHS 24

In order to integrate healthy food information into people's everyday lives, we thought about times in one's life when they change their food habits. We found that during these moments, there is certain information or resources that one needs but often there isn't a verified source to distribute these resources and because of that, it is difficult to know what the best practices are for that particular change. We believe NHS Inform has a role to position themselves as a reliable source for healthy food information during these life changes around food. Additionally, because of the unique situation that Scotland currently is in regarding their changing food policies, we find right now to be an important time for NHS 24 to tap into existing schemes to provide a broad democratic vision around healthy food choices, showing to the public that the health care sector sees food as a priority. As such, we came a framework that embeds healthy food choices into people's everyday lives.

# SOFT POWER

OCTOBER 2017-DECEMBER 2017

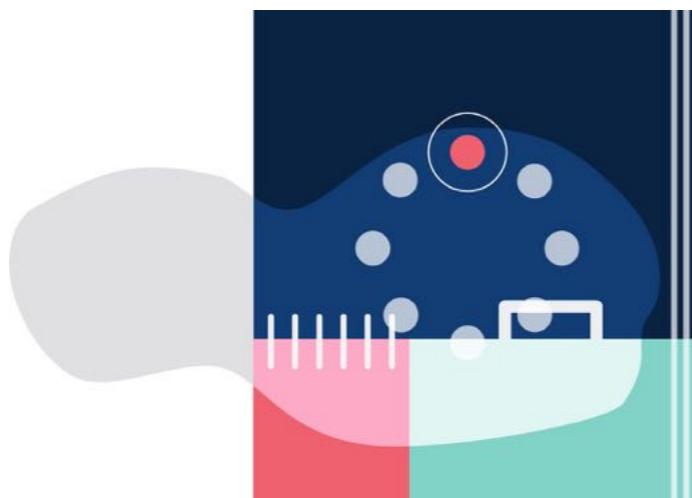
how can organizations better support individual doulas and create a sense of community?



## CONTEXT

EXPLORING NATIONAL IDENTITY IN SCOTLAND

This project was completed in the fall of 2017 by five post-graduate students at the Glasgow School of Art's Innovation School. It was a speculative project, imagining a possible future in which Scotland has control over its immigration policies. We investigated a way in which to make Scotland's policies influenced by its strong sense of civic nationalism, using this national identity as an open framework that others could participate in, not just those who reside in Scotland. The following publication imagines a world in which this scheme has been implemented and the outcomes from that implementation.



## ENGAGEMENTS

TALKING TO EXISTING STAKEHOLDERS AROUND THE WORLD

We were able to talk to many different types of people, both those living in Scotland and abroad about their views of creativity in Scotland and the idea of an 'open source' framework for citizenship. We became excited about the idea of creatives being involved in Scotland, as the country has both a long legacy of creativity, as well as a recent resurgence of artist residencies throughout the country.

We also talked to countries who have implemented innovative schemes, such as the E-Residency in Estonia to understand the feasibility of a more open sense of citizenship. With the current landscape, post-Brexit, we thought it was important to leverage the civic nationalism that exists in Scotland as something that sets it apart from England and use that to encourage movement to the country for more creatives from around the world, using citizenship as the means to attract them.



## FRAMEWORK

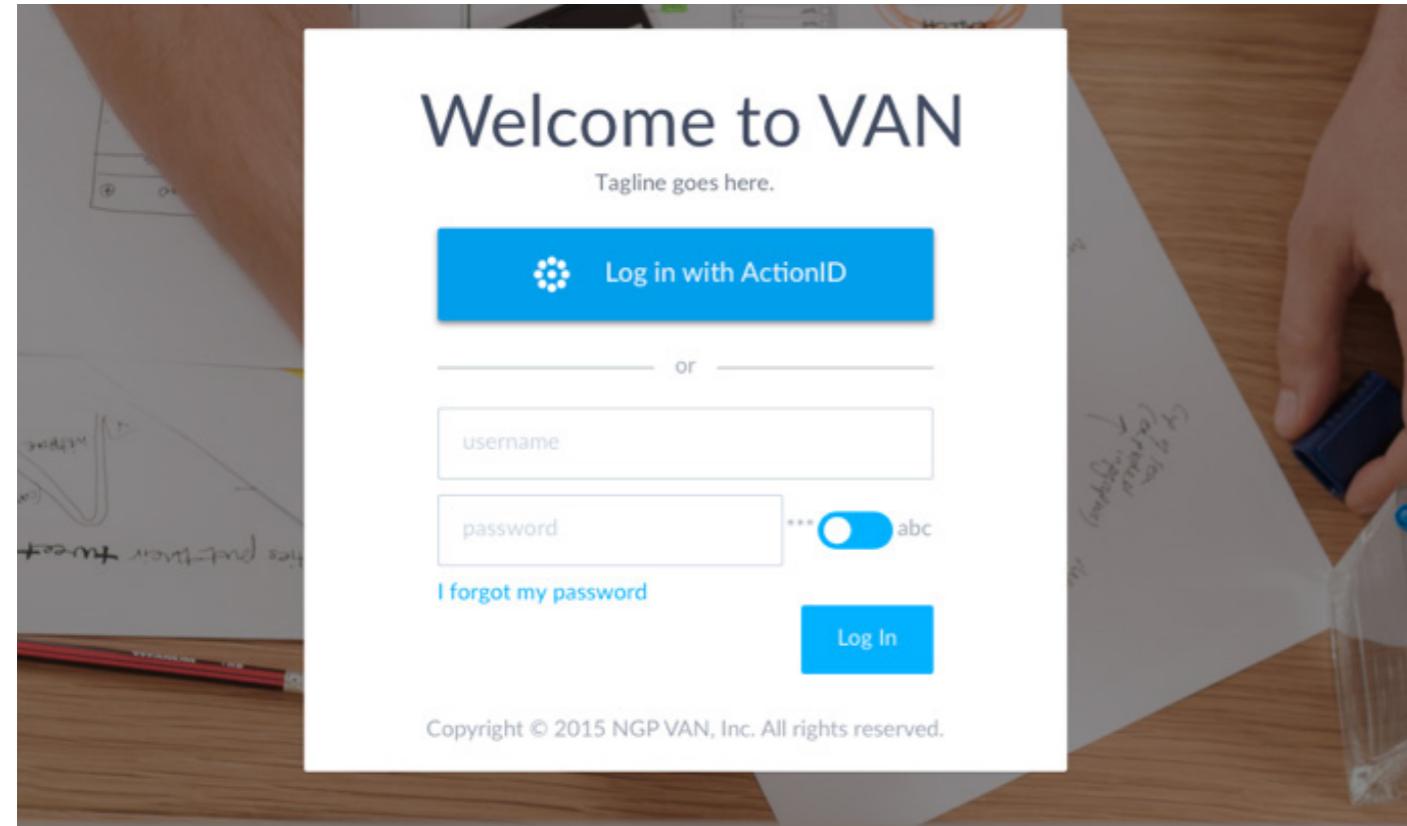
USING CIVIC NATIONALISM TO OPEN SCOTLAND TO MORE CREATIVES

The pathway towards a creative citizenship consists of the following steps. Participants can choose to complete the entire pathway or just part - the flexibility of the program allows for many different types of collaborations and creations. There are five levels of the framework: (1) Scot Stratus - a based platform from which people can access content digitally and can interact with people through content and interests open to anyone; (2) trailblazer - international people to travel to Scotland to work on specific projects initiated by people living in Scotland; (3) adventurer - internationals have the opportunity to stay with 3 different hosts, chosen at random, staying in each place for a month; (4) creative citizenship - allows for freedom of movement for an individual to creative events in Scotland; (5) guide - citizens can be voted to become part of the advisory board for a year and helps create the agenda for the year ahead.

# NGP VAN PRODUCT INTERN

MAY-DECEMBER 2016, MAY-AUGUST 2017

how can you use human-centered methods in a software, UX/UI context?



## CONTEXT

WORKING AS A DESIGNER IN AN EXISTING SOFTWARE PRODUCT

I worked at NGP VAN, a progressive software company giving political candidates and NGOs a way to organize their user base and fundraise. In a company of more than 200 employees, most of whom did not interact with real customers, I found it important to give everyone a better understanding of the people who we are working for so new products and services would be designed with them in mind. I was involved in all parts of the design process, from user research to mockups to front end development so I was able to use all these skills to make a coherent set of services by truly understanding our users.

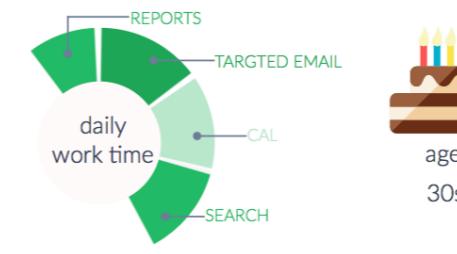
Front Copy 2

Sarah the Strategist

re-tweeter, OS updater, prius driver



stats



age:  
30s



education:  
college graduate

NEW USER

SEASONED USER



NOVICE

ADVANCED

Back Copy 2

motivation:  
grow donor base through  
technology to inspire donations



story

The consultant is familiar with new technologies and best practices in the digital space. They are most likely familiar with competitors tools or freemium tools such as mailchimp. May be managing many campaigns across clients, therefore may be resistant to system changes as it could impact many campaigns.

values



## CONNECTING WITH USERS

CONNECTING WITH USERS AND HELPING DEVELOPERS CARE ABOUT THAT RESEARCH

We completed several surveys of our user based and then picked particular customers to interview. Using this data, I created personas of typical users of our product and used those to craft user stories. Not only did we share these with our design team, but we also printed these personas on index cards, which were then hung up around team rooms in the office so that developers could be reminded of them while they were creating new products and features.

## CREATING MORE USEABLE PAGES

USING RESEARCH TO INFORM NEW USER EXPERIENCES

I personally also used those personas as a basis for several interface designs, such as login screens and mobile responsive pages. These front end designs were based in best practices in the field, such as insights created from competitor research as well as co-designs with real users using techniques such as card sorting to understand the customer's relationship to our product. It was especially important that we focused on web accessibility standards and viscous experiences that could occur within different personas so that we were using our research to inform these designs.

# FUTURE THINKING WORK

SPRING 2017, FALL 2017

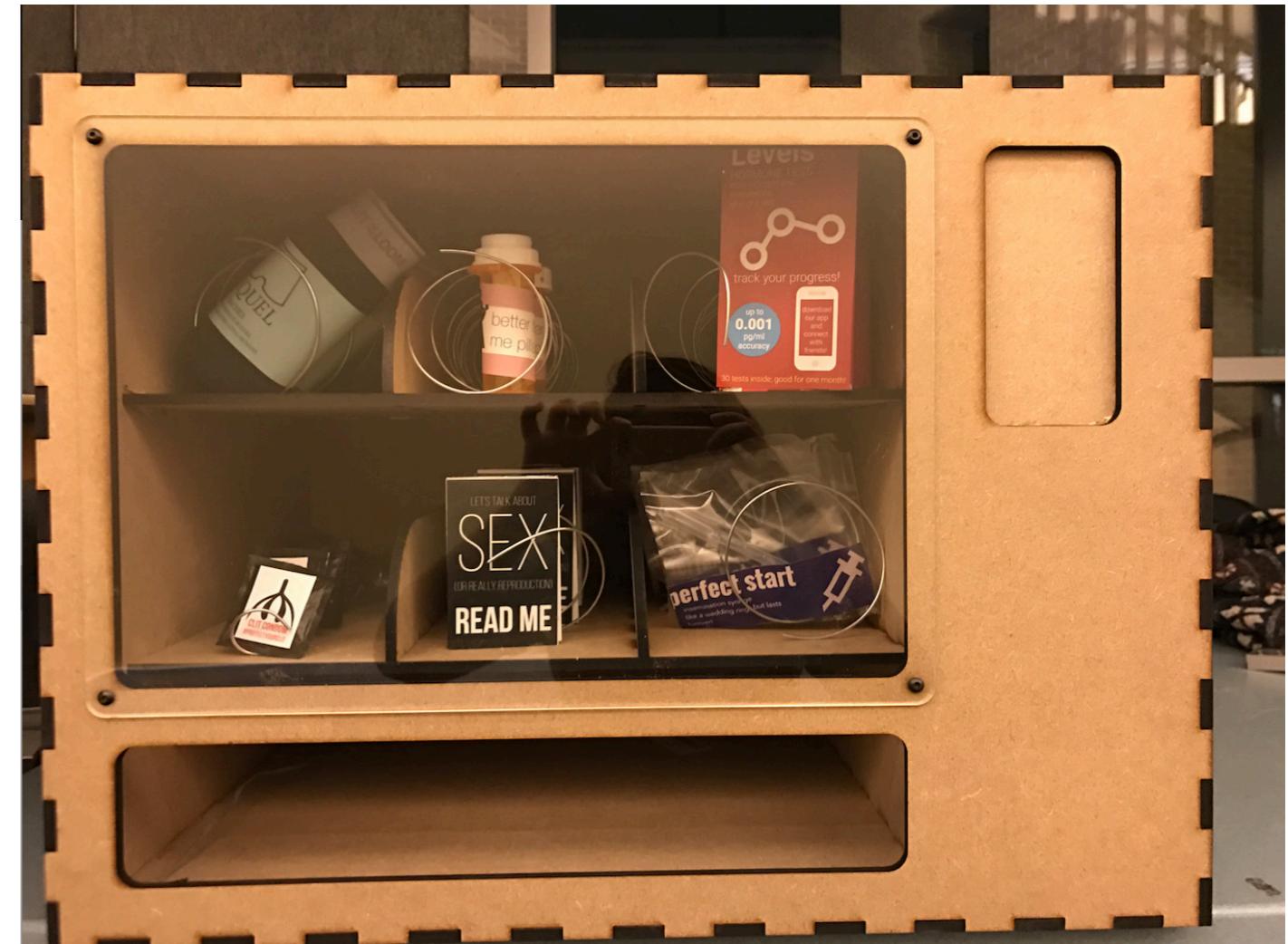
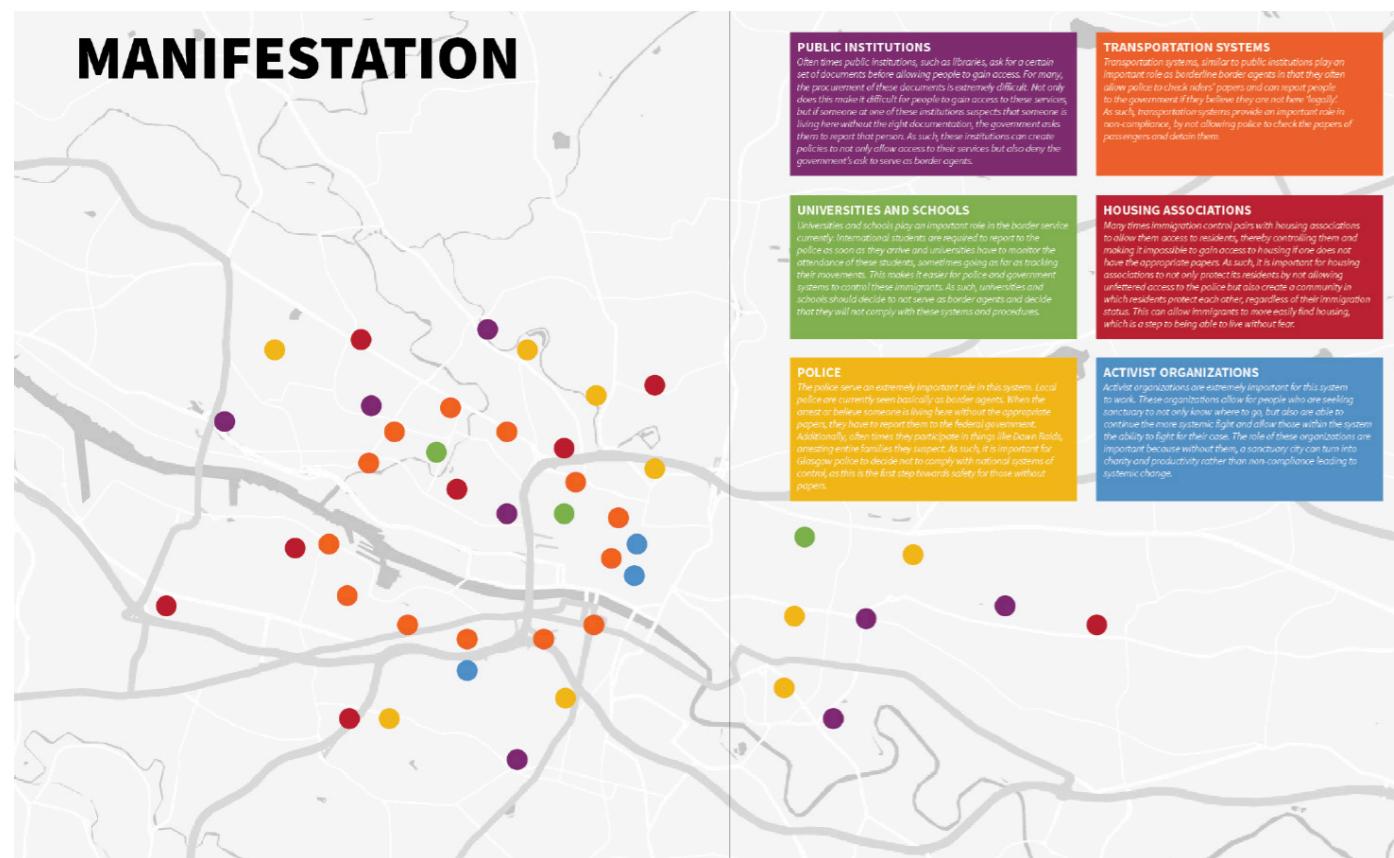
how can design be used to think about our future worlds, both utopian and dystopian?

## GLASGOW AS A SANCTUARY CITY

THINKING ABOUT A GLASGOW AS AN OPEN CITY TO ALL MIGRANTS

I became interested in the phenomenon of immigration removal centers in the UK, as I believed they showed an important but overlooked part of the system. In Scotland, Dungavel is the only IRC in the country, and there are many activist groups who are working to shut it down. I began to do some reading and also embed myself within these groups in order to understand not only the meta, theoretical legal reasons for IRCs but also the more grassroots activism that was happening in Scotland. I found four different levels that it was important to work on, the language, narrative, physical body, and economic. All of these levels had led to IRCs in the UK because they shaped how we view migrants.

Through sharing this framework with the activist movements, we together came up with the idea of Glasgow as a sanctuary city. Being from the US, I have had experience with the movement, and thought it would be a good way to bring my own experience to the context of Glasgow. I came up with a set of places where this could occur within the landscape of Glasgow and shared this with the activist groups that I was working with so they could use it to push Glasgow forward.



## FEMINIST DESIGN

THE VENDING MACHINE OF THE SEXUAL HEALTH FUTURE

I believe that design has an important role in achieving feminist aims. Over the course of a semester, I read critical feminist theory books as well as feminist design writing. I used this to think about what the future could look like, specifically looking at sexual health. I designed a range of products, from period boxes, to clitoris condoms, to ovulation tracking. Some of these products were utopian and some dystopian. I placed these in a vending machine to demonstrate the commodification of sexual health as well as a sense of increased public openness around these topics. These products were designed to spark a conversation and were displayed alongside a showing of the Vagina Monologues that I directed, to show the longitudinal and historical changes that sexual health has gone through, thereby inciting conversations about its future.



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