

Noopur

Designer - Consultant - Educator

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ABOUT

I have always been attracted to complexity. I like seeing patterns in things and making sense of things. I like challenging myself, so I can grow. I spend time reading, meeting people and cooking for leisure. I enjoy working with hand and play around with linocut, watercolors, embroidery etc.

WORK EXPERIENCE

2025 - Present

Project Tech4Dev

Currently working on building tools for the non-profit sector.

2023 - Present

Design Ops & Business Development — 3 Sided Coin

Working on introducing processes and strategy for this boutique design agency.

2022 - Present

Visiting Faculty & Guide — National Institute of Design, Bangalore

Teaching Service Design for an 8 week module to 3rd semester Information Design students. Also serving as in-campus guide for Service Design Module and System Design course.

2021 - 2022

Product Design Consultant — 3 Sided Coin

Worked on market analysis, usability testing and in-depth interviews for a big e-commerce brand. Also worked on UX for a fintech startup's web portal & mobile app redesign.

2021

Product & Visual Designer — Wakao

Worked on MVP of this entertainment platform.

2020 - 2021

Product Design Lead — NavGurukul

Worked with the founding team to create a digital experience for learning Python & personality development skills for students from tier 2 and tier 3 cities.

2018 - 2020

Product Design Lead — GoJek

Led design for Chat (customer-customer) and Driver-customer experiences. Worked on the first app redesign since launch with multiple initiatives including driver-chat.

2014 - 2018

Product Designer, Partner — Nilenso LLP

Started the design studio and built design practice. Worked with startups and large scale organisations across education, training, e-commerce, finance, well-being, healthcare.

2014

Product Design Intern — Myntra Designs

Worked on Delivery Experience for Myntra and Myntra Delivery partners.

SPEAKING

2017

Designing healthcare for Rural India — Open Data Camp

Spoke about designing OpenCHS, an Open Community Health Service platform for NGO Hospitals.

2016

What I wish I knew as a newbie designer — MetaRefresh

Talk reflecting on challenges faced by newbie designers and techniques to grow.

VOLUNTEERING

2020 - 2021

Information Designer — CUPA India

Designed CUPA annual report for communication with trustees and funding.

2015 - 2017

Designer — DataKind

2015

Cartographer — Humanitarian OpenStreetMap Team

Volunteered to trace maps for Nepal during the 2015 earthquakes. Maps were used by Red Cross for rescue operations.