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 - 2024
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