

PRIYAMA BARUA

Page 1 of 2

WORK EXPERIENCE

Experience Strategy Director

Mad*Pow, May 15 - present

Lead projects to translate design thinking & service design outputs into solid, innovative design & business strategies

Stakeholder collaboration & management to understand strategic priorities & challenges

Conduct research to better understand people – motivators, pain points & opportunities for impact across their journeys

Mentor, coach & guide aspiring strategic designers & innovators

Present results, strategic visions, & recommendations to clients, facilitate workshops, design sprints & co-creation sessions to build forward-thinking solutions

Supervise & collaborate with project teams, & manage budgets, timelines, client relationships, & quality control of deliverables

Co-Founder & Strategist

Matchstix, Aug 08 - Aug 14

Owned & operated a strategic design consultancy, to help clients differentiate themselves & go successfully from seed to growth.

Assistant Professor & Department chair

National Institute of Fashion Technology

Jan 14 - July 14

EDUCATION

MBA, Ottawa University, 2019

Masters in Design Management

University of Bridgeport, 2016

Bachelor of Design

National Institute of Fashion Technology, 2008

CONTACT

Email

priyama.barua@gmail.com

LinkedIn

[linkedin.com/in/priyamabarua/](https://www.linkedin.com/in/priyamabarua/)

Website

www.priyamabarua.com

PRIYAMA BARUA

Page 2 of 2

THOUGHT LEADERSHIP

(Click on links in the descriptions)

Co-creator: Agile Persona Creation Toolkit, Mad*Pow

Panel: AI & Clinical Decision Support at IDSA's Medical Design Deep Dive conference.

Panel: The IA Element in Practice at World IA Day Boston.

Talk: Why it's Important to Design for Newcomers. Presented at CHXD, ILN & UXPA

Talk: Developing your own Design Methodology. Presented at UXPA Boston & CHXD

Talk: Archetypes as enablers of personalization in design. Presented at CHXD

Article: Yielding Powerful Insights Through Relationship Mapping. Published in UX Planet

Teaching Workshops: Journey mapping & participatory design at HXD & HIMMS NorCal event

Organizer & facilitator: Mad*Pow Service Design Jam

CERTIFICATIONS

Strategyzer Masterclass

Business model innovation, value proposition design & testing business models

Operating Room Protocol (AORN)

Conducting research in a medical setting

Direct Trainer Skills

Designing & delivering curriculum

SKILLS

Team & Project Management

Lead cross-functional senior teams, Manage resources, budgets & client communication

Design Research

Ethnography, Interviews, Audits, Contextual inquiry, RITE, Usability & usefulness tests, Surveys

Workshops

Design & facilitate workshops, Design sprints, Participatory design

Service Design

Journey maps, Service blueprints, Multi-touchpoint orchestration, Mental model maps

Strategic Design

Product Design, UX, Systems thinking, Innovation strategy

Business Design

Business model innovation, Value proposition design, Business model canvas, Viability assessment

Testing & Prioritization

Rapidly prototype & test product, service & business concepts, Roadmaps, Playbooks

Software

Sketch, Adobe Suite, InVision, Figma, Smaply, Keynote