

Harsh Vatsa

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Education

Parsons School of Design, The New School,
MS- Strategic Design Management *GPA: 3.92/4*

New York
Aug 2024 - May 2026 (2 years)

Manipal School of Architecture and Planning
Bachelors in Architecture

Karnataka, India
Jun 2014 - Apr 2019 (4.5 years)

Professional Experience

AirTulip, Brooklyn Navy Yard Accelerator Program

New York, USA

Marketing and Lead Generation Intern

Jul – Sep 2025

- Mapped South Asia market landscape, profiling target investors to support fundraising strategy
- Designed and executed a targeted outreach campaign across ~300 prospects, generating measurable awareness for AirTulip's clean-tech air purification solution
- Executed field marketing and refined B2B outreach metrics to improve pipeline visibility and sales cadence

Ooloi Labs

Mumbai, India

Product Manager

May 2023 – May 2024

- Led a 5-member cross-functional team across multiple sprints, achieving an 93% on-time delivery rate across social-impact technology initiatives
- Drove 10% uplift in user retention by leveraging user analytics and user feedback loops to build smoother onboarding flow and feature improvement.
- Managed agile roadmaps, sprint planning, and feature prioritization maintaining a consistent deployment rate
- Contributed to the successful launch of 5+ projects spanning water equity, justice, health, and education sector

Product Designer

Nov 2019 – May 2023

- Designed and scaled a knowledge management system, contributing to brand identity, product design, and strategic positioning from inception to a platform supporting internal teams and external solutions.
- Designed knowledge-management, case-tracking, and research insight products for clients across 13+ projects
- Conducted 55+ user interviews over 3 years, translating qualitative insights into service concepts, interaction flows, and tested prototypes
- Co-created a scalable design system adopted across development teams, improving cross-project consistency and reducing design-to-development handoff friction

Life Insurance Corporation of India

Pune, India

Independent Design Consultant

Jun 2024 – Jul 2024

- Delivered a digital B2B application within a 2-month engagement for LIC's investment services branch — *one of India's largest public sector insurers*, translating client requirements into a structured UX solution
- Led feature design and final product delivery with a focus on reducing navigational friction and improving engagement, iterating on key interaction flows in close collaboration with stakeholders

Chandan Parab Designs

Goa, India

Architectural Intern

Jun 2018 – May 2019

- Designed and executed design concepts for 5+ residential interior projects from brief to final delivery
- Drafted technical and schematic drawings, bills of quantity for institutional and government projects
- Supervised site visits with vendors and clients, ensuring quality compliance and on-schedule completion
- Prepared cost estimates across multiple projects, optimizing resource allocation and budget planning

Leadership and Campus Experience

The New School

New York, USA

Teaching Assistant, School of ADHT

Aug – Dec 2025

- Led weekly recitations and facilitated discussions for *History of Architecture: 1850–Present*, strengthening students' critical analysis of design movements and socio-cultural contexts
- Designed lecture materials, managed discussion modules, and evaluated written and visual submissions
- Supported students in developing research, argumentation, and academic writing skills through structured feedback

The New School

New York, USA

Research Assistant, Marigold Labs

Aug – Dec 2025

- Co-developed the roadmap, service model, and business model for a student-led social justice consultancy from the ground up, translating early-stage vision into an operational framework
- Contributed to synthesizing primary research into program and mentorship design recommendations; co-facilitated feedback sessions and discussion guides to support client conversion

The New School

New York, USA

Social Media & Communications - Strategic Design for Global Leadership (MS)

Aug 2025 – Feb 2026

- Developed and executed end-to-end content strategy for GEMS across Instagram and LinkedIn, managing planning, production, and publishing cadence
- Sourced and crafted alumni spotlights, coursework features, and program milestone content in collaboration with faculty and students, translating academic work into accessible public narratives

Honors & Experiences

The New School Winner - Figma build 2025

Apr 2025

- Won the Parsons School Prize for designing *Winks*, a speculative neuro-digital memory product that redefines mindful reflection and digital wellbeing
- Figma's inaugural national design competition (170+ students, 60+ teams)

Skills & Interests

- **Technical Tools:** Figma, Miro, Adobe Suite, Google Suite, Hotjar, AutoCAD, Revit, TouchDesigner, Kumu, Dovetail, Asana, Slack, Webflow, Lovable, Vercel, Claude Code
- **Product & Growth:** Product development, Brand strategy, Community engagement, Agile/sprint planning, Team building