

## KRISHNA MOHAN BR

Sanjaynagar, Bengaluru,  
INDIA

P • [www.krishnamohan.co.in](http://www.krishnamohan.co.in)  
M • +91.9480.1200.44

E • [mail@krishnamohan.co.in](mailto:mail@krishnamohan.co.in)  
L • [www.linkedin.com/in/krishnamohanbr/](https://www.linkedin.com/in/krishnamohanbr/)

A tech-savvy, design professional who likes to use my multidisciplinary skill sets to find new solutions to conventional problems. A collaborative non-conformist, I enjoy working with others to achieve a shared vision, while continuing to cultivate original ideas and outside-the-box solutions.

With my overall experience of 14+ years working across diversified consumer-centric problems, I bring in a unique perspective in the process of strategizing and delivering creative excellence.

In other words, I enjoy working hands-on and channelizing synergies towards transforming business aspirations into profitable entities & building solutions that can create a positive impact on human life.

## EDUCATION

### Master's - Design for Retail Experience (2008 - 2010)

National Institute of Design, India  
CSGPA - 8.26

### Bachelor's - Interior Design (2003 - 2006)

Mangalore University, India  
Aggregate - 75.68%

## KNOWLEDGE

design thinking consumer behaviour design strategy business design  
experience design (XD) UX & UI design information design branding  
visual design print design packaging design film and video  
advertising and marketing environment design materials and finishes

## SKILLS

User Research / Wire Framing / Interaction Design / Visual Communication Design  
Art Direction / Visual Merchandising  
Project Management / Creative Presentations

## TOOLS

Adobe Suite / Sketch / Figma  
Auto Cad / Sketchup  
MS Office / Keynote

## ABILITIES

Leadership / Design Ops / Attract and Mentor designers

## RECOGNITIONS

### Jury Member, 2016 - Present

National Institute of Design, India

As an invited external member in the jury panel, I observe, understand, and evaluate the graduation projects as well as semester work of the Master's degree students, to provide appropriate feedback in terms of their overall work, design process and development.

### Visiting Faculty, 2016 - Present

National Institute of Design, India

As a visiting faculty, I handle a specially curated design module for the final semester Master's degree students of the R&D campus. The module being observed on an individual case to case basis helps the student in developing an holistic overview towards the identified problem statement and building an apt human centric solution by integrating all their learnings and honing their skill sets acquired in their transdisciplinary education program.

### Publication - 200 best designs emanating from India

CII India Design Year Book 2014

The Design Yearbook is a medium to communicate the best of design emanating from India which is an international reference for excellent design for companies, journalists, architects, planners, designers and people all over the world.

As a founding member and a design leader at Cogwheel Studios, the design firm was featured within the same for system thinking, methodology and process to achieve success for clients, partners and end users.

## RECOGNITIONS

Continued

### **Editorial - Motif for Imagination**

Newspaper publication, Deccan Chronicle 2010

Editorial recognition in a National daily -

<https://www.dropbox.com/s/ag9cqby43796ofs/Editorial.jpg?dl=0>

## WORK EXPERIENCE

### **Oct 2021 - March 2021**

#### **Athenahealth**

Lead Designer - User Experience

Worked in the domain of Clinician Experience zone and streamlined UX factors for Family Planning Annual Reports 2.0 and dwelled into the facilitation of Auto Posting Lab results within the EHR, a.k.a athenanet - a proprietary SaaS offering from athenahealth.

### **Jan 2020 - May 2021**

#### **Boston Consulting Group (BCG) - Global Design Studios**

Design Lead - Digital Design, APAC Region

As a Digital Lead at BCG Design Studios, I built and spearheaded the newly formed business vertical around digital advancements by collaborating closely with various clients, stakeholders and delivering excellence across the globe. This excellence ranged across from building solutions for responsive websites, apps and strategic tools to native mobile applications including design for data-rich dashboards for native platforms such as PowerBi, Tableau, and new technology such as MR, AR, and VR or whole as per the nature of consulting business. I achieved this by directing and managing a diversified team of UX, UI, and Strategic designers in collaboration with other Creative Specialists, Developers, and Technology Architects.

Further, I also helped the new business vertical and the people within the Design Studios to build and foster a culture that can indulge, inspire, and imbibe good design while introducing the best practice of design methodologies and promoting best practices across multidisciplinary design disciplines.

Overall, I managed a team of 14 direct reportees and a larger team of additional 10-15 diversified workforce contributing to the spectrum of Digital Design.

### **Jan 2011 - Dec 2019**

#### **Cogwheel Studios - Innovation & Design Consultancy Studio**

Founder, Principal

As a principal designer in my consulting design practice, I was instrumental in helping Businesses, Organisations and HNI from various industries in enabling them to reimagine their customer experiences and succeed on the edge of change and innovation. As a strong advocate for consumer experiences along with strategic and systems thinking, I stumbled upon Design, Operations and managed a diversified team of interdisciplinary workforce of upto 8 designers and multiple vendors and specialists to successfully conceptualise, build and deliver human-centric solutions that scale across Environments, Digital, and traditional mediums.

The studio was recognized in the Top best 200 design studios in India by CII and attracted talent from the best D-schools across the country.

### **2009, 2010**

#### **Procter and Gamble, Global Innovation Centre**

Design Intern, Project Intern

Having bagged the opportunity to intern across two terms with the Global Innovation Centre at P&G, I worked in close collaboration with various teams to redefine the organization approach towards their customers across various use cases. With this I was also involved to conceptualise fresh working methodologies from a design thinking perspective that could further create breakthrough results and incubate new possibilities and solutions for various portfolios of products that could connect with their target audience.

## WORK EXPERIENCE

Continued

**2007 - 2008**

**Sanderson India Pvt. Ltd.**

Senior Designer

Working as a senior designer with Sanderson India, I had the opportunity to be part of their most prestigious projects that scaled across Retail, Hospitality, and Lifestyle industries. Here I was largely involved to lead a team of Architects, Interior Designers while playing an active role in conceptualization and design development. Further, being in a role that intersected design and build, I bridged effective communication channels between teams in order to foresee smooth completion of projects as per the conceived directions.

**2006 - 2007**

**Tangent Architect**

Designer

In my formative years of moulding me as a "Designer", I started off my career as an Interior Architect and worked with a boutique architectural practice firm. During my tenure here, I was largely a team player and had multiple opportunities to conceptualize and prototype design solutions. Also, my decisions played a crucial role in project development by handling a wide range of skilled people.