

Ananya Jaju

Design Strategist & Furniture Designer

Creative Design Strategist with expertise in furniture design, interiors, and brand development. Skilled in design research, user insights, and sustainable materials, delivering functional and impactful solutions. Passionate about user-centered, collaborative design.

 Savannah, GA

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PROFESSIONAL EXPERIENCE

Design Strategist SCADpro x CBS Sports	<i>September 2024 - November 2024</i> Savannah, GA
- Collaborated with a diverse team of 20 designers from SCAD, representing various backgrounds, to partner with CBS Sports in creating a workplace environment that balances modern engagement with traditional values. - Guided the team to develop a unified, user-focused design approach, transforming the office into a dynamic and inspiring hub for employees and clients.	
Design Strategist Digi Difference	<i>September 2024 - November 2024</i> Savannah, GA
- Facilitated brand diagnosis workshops using a co-creation approach to identify problem areas and enhance the startup's market presence. - Developed a new brand identity and implemented strategic solutions to improve customer engagement and achieve measurable results.	
Design Intern Raymond's Store	<i>January 2023 - July 2023</i> Nashik, India
- Assisted in an interior design project for a commercial space, analyzing layouts and modular furniture plans provided by the company. - Communicated design concepts and plans effectively to clients, ensuring clarity and alignment with their vision. - Recommended and implemented necessary adjustments to optimize the design and functionality of the space.	
Furniture Design Intern Inar Designs	<i>June 2022 - December 2022</i> Pune, India
- Explored and incorporated a variety of materials into design concepts to enhance functionality and aesthetics. - Gained expertise in diverse furniture styles and forms, expanding design versatility. - Collaborated with an interior design team on a project, deepening understanding of spatial planning and design execution. - Acquired knowledge of furniture manufacturing processes, bridging the gap between design and production. - Designed an exhibition booth for Inar Designs.	

ACADEMIC EXPERIENCE

Sunbathe	<i>April 2024 - June 2024</i> Savannah, GA
- Developed business strategy for Sunbathe, a solar startup, covering market research, prototyping, and financial forecasting. - Created conceptual models and prototypes to translate abstract ideas into tangible solutions. - Conducted financial forecasting and prepared business plans for investor presentations. - Explored innovation strategies, emphasizing their role in sustaining competitive advantage.	
SavExplore	<i>January 2024 - March 2024</i> Savannah, GA
- A digital platform designed for SCAD students to enhance their on-campus and off-campus experiences. - Developed a user-friendly interface connecting students with local cultural, recreational, and social opportunities. - Provided curated activities and exclusive deals to enrich student life.	
Seek	<i>January 2024 - March 2024</i> Savannah, GA
- Designed an innovation-driven board game integrating personas from The Ten Faces of Innovation and adapted creative exercises for engagement. - Adapted exercises from the books to fit within the game mechanics. - Designed board elements drawing inspiration from The Game of Life, Monopoly, and Truth or Dare.	
Hustique	<i>August 2022 - June 2023</i> Nashik, India
- A material innovation and product development project focused on sustainability. - Developed a material using agricultural waste (coffee husk), currently patent pending. - Validated material applications by designing furniture and lifestyle products. - Conducted extensive research on sustainable material properties and potential market applications.	
Bamboo Furniture Design	<i>August 2022 - June 2023</i> Nashik, India
- A group project utilizing bamboo as a sustainable material for furniture production. - Led material sourcing and procurement. - Managed team operations to ensure efficient design and execution.	

ADDITIONAL EXPERIENCE

Server at Gryphon Tea Room	Savannah, GA
- Developed strong customer communication and service skills, interacting with a diverse clientele. - Gained experience in floor management, handling high-volume service operations efficiently.	
Raymond's Store	Nashik, India
Led visual merchandising and client experience initiatives, improving store layout and sales interactions.	

EDUCATION

Master's in Design Management	<i>2023-2025</i> Savannah, GA
Savannah College of Art and Design	
Bachelor's in Furniture Design	<i>2019-2023</i> Nashik, India
MVPS's College of architecture and Center for Design	

SKILLS

- Idea Visualization
- Data Visualization
- Insight Translation
- Critical Thinking
- Product Development
- Design Research & Strategies
- Eco-system Mapping
- Rapid Prototyping

TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Rhino
- Blender
- Keyshot
- Sketchbook
- Procreate
- Microsoft Office
- Figma

ACHIEVEMENTS

SCAD Amp	<i>2025</i>
Connect, Speak, Visualize	
SCAD Amp : Get Ready Badge	<i>2023</i>
Connect, Speak, Visualize	
Lextant Certification	<i>2023</i>
Design Research & Insight Translation	
SCAD Student Scholarship	<i>2023</i>
DIC Composter Design Challenge	<i>2020</i>
Participation Certificate	

PARTICIPATION

SCAD Grad Fest - Volunteer	<i>2024</i>
SCAD Day - Volunteer	<i>2024</i>
SCAD Film Fest - Volunteer	<i>2023</i>
Surjan Design Exhibition - Treasurer	<i>2022</i>
Bamboo Furniture Making Workshop	<i>2022</i>
College Student Council - Member	<i>2021-2022</i>
Undergraduate College Fests - Volunteer & Leadership Roles	<i>2019-2023</i>

LANGUAGES

- English
- Hindi
- Marathi
- Marwari
- Gujrati