

Hello,

I'm Tareh Ghei, a Service Designer and UX researcher. Originally from India, now living in the Netherlands.

Over the past 10 years, I have worked for leading companies across diverse sectors like Mobility, FMCG, Health, & Consumer Electronics, both as in-house and consultant. I've been lucky to work on projects from rural & urban areas in India to high tech medical facilities in Germany, exploring Air transit in The Netherlands and user centric research and front-end analysis for consumer electronics in the EU region.

User experiences when designed, need to be aligned with customer needs as well as organization needs in order to be impactful. This is what I strive to bring across in all my projects - be it strategy, research or design. Having a holistic view that focuses on human experiences, with a strong foundation of business goals.

I speak English, Hindi and Dutch (learning A2).

My role in projects and teams varies from:

- Facilitation and co-creation workshops
- Design Research and validation studies to elicit needs, behaviors, values and trends
- Analysis, framing and translation of findings into Strategy, Design directions, User & Product requirements
- Concept generation, communication and testing

## EDUCATION

### Delft University of Technology

September 2017 - October 2019

MSc. Design for Interactions, Cum Laude  
Delft | The Netherlands

### MAEER's MIT Institute of Design

August 2006 - March 2011

Bachelors in Product Design with honours  
Pune | India

## AWARDS

### Academic Excellence

October 2019

Graduated Cum Laude in my masters course at Delft University of Technology

March 2011

Award for academic excellence in Product Design from MAEER's MIT Institute of Design.

### German Design Award

2019

Award to Dornier Medilas H Solvo 35 Laser Lithotripsy Device under the category - *Medical, Rehabilitation and Health Care.*  
Weßling | Germany

### Red Dot Winner

#### DFA Bronze Award Winner

2023

Award to Philips AquaTrio Cordless Wet & Dry Vacuum 9000 series

### IF Design Award

2024

Award to Philips HomeRun 3000 Series Aqua Robot Vacuum Cleaners under the category - *Product Design*

Award to Philips Cordless Vacuum Aqua 7000 series under the category - *Product Design*

## TECHNICAL SKILLS

Adobe Creative Suite - Psd. Ai. Id  
Miro  
Figma  
Rhino  
Rendering  
Keyshot  
Bunkspeed Shot  
Microsoft Office Entereprise  
Digital Photography

## DOMAIN EXPERIENCE

Healthcare  
Lab Equipment  
Mobility & Transportation  
Consumer Electronics  
FMCG  
Packaging  
Design for Children  
Industrial Products  
Start-ups & Agencies

## DESIGN EXPERTISE

User Research  
Qualitative Research  
Insights, Analysis & Ideation  
Service Design  
Storyboarding  
Journey mapping + Service Blueprinting  
Product Design  
Prototyping (Physical & Digital)  
User Experience Testing (Physical & Digital)

## PROFESSIONAL EXPERIENCE

### VERSUNI

#### (Formerly Philips Domestic Appliances)

##### User Experience Researcher

January 2021 - Present (3 yrs 4 mos)  
Drachten | Friesland | The Netherlands

- As part of the Floor Care I&D team, I contributed to multiple product launches in different floor care product categories such as Dry Sticks, Vac & Wash cleaners, Robotic vacuum cleaners and canisters.
- Played a significant role in the development and global rollout of Philips HomeRun wet & dry robot vacuum cleaners, including their companion app.
- Collaborated extensively in research & validation activities for the Philips 8000/7000 series vacuum cleaner, which was successfully launched in 2023.
- Led initiatives aimed at implementing user-centered quality and usability enhancements across various Vacuum and Wash category appliances.
- Represent the user and safeguard the user experience throughout the product development lifecycle, from inception through to post-launch surveillance.
- Perform structured benchmarking & validation studies in terms of user experience aspects, performance and ergonomics
- Support Roadmap development with actionable consumer insights from data analysis.
- Translate user needs into user and product requirements for strategic and successful product development initiatives.
- Facilitate effective communication and alignment within different teams, driving innovation and continuous improvement initiatives forward.

### KLM Royal Dutch Airlines

#### Service Designer & User Researcher |

##### Master Thesis

May 2019 - Nov 2019 (7 mos)  
Amstelveen | The Netherlands

- Investigated ways by which KLM can change the perception of passengers during a disruption event such as flight delays, cancellations, and missed connections.
- Conducted extensive user research, including observational studies at Schiphol and over >30 passenger and KLM staff interviews.
- Analyzed over 2500 pieces of quantitative and qualitative feedback from KLM passengers across various communication channels.
- Utilized research findings to create multiple journey maps and service blueprints, facilitating workshops to map contexts and generate insights.
- Developed the Asix structure, a framework for communication structuring, design, and dissemination.
- Asix ensures consistent delivery of relevant, forward-looking informational content to passengers during flight disruptions, enhancing overall experience and mitigating impact on customer satisfaction.

### KLM Royal Dutch Airlines

#### Service Designer & User Researcher | Internship

Sep 2018 - Dec 2018 (7 mos)  
Amstelveen | The Netherlands

- Worked on projects focused on SkyPriority Boarding experience and KLM Crown Lounge 25 & 52.
- Conducted qualitative research to identify tipping points in SkyPriority boarding experience and assess the impact of crowdedness in the lounge.
- Utilized various research methods including observational studies at Schiphol, over 50 passenger interviews & questionnaires, and context mapping & generative sessions.
- Translated research insights into tangible solutions for enhancing the boarding experience and improving lounge ambiance.

### Tata Elxsi

#### Product Designer

May 2014 - May 2017 (3 yrs)  
Bangalore | India

- Collaborated on product and service designs across diverse industries like consumer electronics, medical & research equipment, and industrial products.
- Instrumental in launching over five distinct products, including the award-winning Dornier Medilas H Solvo 35 in 2019.
- Delivered product visualizations and prototype solutions based on user research, competitive analysis, and strategic business goals.
- Worked closely with key stakeholders, end users, hardware, and software engineers to ensure designs met requirements.

### NotionInk

#### Product Designer

March 2011 - May 2013 (2.5 yrs)  
Bangalore | India

- Designed the second generation of the ADAM Tablet, accessories, and packaging.
- Lead designer responsible for developing, visualizing, detailing, and specifying concepts.
- Interfaced with Software Engineers, User Interface and Interaction Specialists, and Hardware Engineers to accommodate their requirements.
- Communicated and coordinated with manufacturers through Die Making, Prototyping, and Production phases.
- Product commercially available for shipping since December 2013.