ASWIN AJI PURUSHOTHAMAN



Strategic Designer | Service Design and Business Strategy

Dubai, UAE | +971 50 920 2441 | aswin@aapdes.com | linkedin.com/in/aapdes | www.aapdes.com

EXPERIENCE

Design and Business Strategist | Nov 2025 – Present

Bash Hesnef Interiors Design LLC | Dubai, UAE

- Leads pitch and tender strategy end to end, from RFP analysis to client pitches
- Shapes bid narratives around client evaluation criteria
- Won AED 10M+ in tenders across tech, aviation and hospitality industries
- Translates client workplace needs into HQ refurbishment strategy
- Manages AED 30M+ in fit-outs by aligning design, estimation & delivery teams
- Achieved 15% faster project turnaround by streamlining approvals & PM systems

Skotch Bonet, sister company of Bash Hesnef | Co-built with the founder

Extends Bash Hesnef into a multidisciplinary design, branding and marketing studio.

- Co-built the studio alongside the founder, from business model to the first clients
- Signed Aloft, Marriott and Euromechanical as launch clients for the new studio
- Delivered brand strategy, office rebranding and commissioned artwork for these clients
- Built GTM strategy on VC and incubator referrals to secure a qualified client pipeline
- Designed a 10-day Diagnostic Sprint with value-based pricing as a low-risk entry offer
- Modelled unit economics and break-even to keep the studio's delivery lean
- Interviewed Dubai startup founders to shape the studio's positioning and offer

eClerx Services Pvt Ltd | Pune and Mumbai, India | Jul 2021 – Sep 2024

Senior UX Researcher

| Jul 2022 – Sep 2024 (promoted directly from intern)

- Led 15+ UX projects for Fortune 500s like Under Armour, Honeywell
- Ran interviews, usability tests and CX stakeholder workshops
- Built mixed-methods strategies across qual and quant data
- Presented insights and UX strategy to client leadership
- Raised client satisfaction 20–30%, per client feedback and post-launch research
- Revamped a client review section, lifting traffic and CSAT
- Won eClerx Recognition and Values Awards (2023) for client and team work

UX Design Intern | Jul 2021 – Jun 2022

- Supported usability testing, heuristic evaluations and prototyping
- Delivered research input that shaped 10+ product features

SUMMARY

Business and Design Strategist with a Master's in Strategic Design (MDS) from Politecnico di Milano and 4 years of experience across business strategy, service design and UX research. Won AED 10M+ in tenders in Dubai and co-built a design and branding studio from scratch. Led 15+ research projects for Fortune 500 clients at eClerx India.

EDUCATION

Politecnico di Milano (Poli.Design)

Master's in Strategic Design (MDS) | 2024 – 2026

Thesis: the Skotch Bonet agency model

Lovely Professional University

Bachelor's in Product and Industrial Design | 2018 – 2022

SKILLS

- **Core:** service design, service blueprinting, customer experience (CX), business strategy, go-to-market, design thinking, design research, workshop facilitation, strategic foresight
- **Tools:** Figma, Miro, Mural, Notion, Adobe Suite, Framer, Microsoft Office, Claude Design and Code

LANGUAGES

English (C2), Malayalam (native), Hindi, Italian and French (basic)

ADDITIONAL

- Winner, Best Design Solution, Upgradeathon 2020, VIT Vellore
- UAE driving licence holder
- Interests: motorsport, sustainability, speculative design, photography, percussion, everything tech

Aswin Aji Purushothaman | aswin@aapdes.com

SELECTED PROJECTS

Banco Alimentare × Milano Cortina | Politecnico client project, 2025

Led the pitch; strategy adopted by Banco Alimentare for its future campaigns

- Built a fundraising partnership for Italy's food bank around the Milano Cortina Winter Games
- Designed "Go for Gold", a food-sorting game for a flagship store in Piazza del Duomo
- Brought in Nexi round-up donations and Coursera volunteer training as partners
- Forecast €1–2M in fundraising and 250,000+ meals funded at scale

Guider for ASB GlassFloor | Politecnico client project, 2025

Placed 3rd and considered for R&D after pitching to the CEO and CFO

- Repositioned ASB's LED sports floor as a real-time warehouse safety guidance system
- Planned a Germany launch across logistics, retail, pharma and manufacturing
- Ideated the launch campaign "Performance isn't just for athletes"
- Modelled rental pricing and a 5-year €3.4M revenue plan

Magenta AI for Deutsche Telekom | Politecnico client project, 2025

Handed over to DT's in-house CX team after pitching to the Head of CX Insights

- Synthesised research and interviews on emotional disconnect at work
- Mapped onboarding-to-offboarding journeys for 3 user groups
- Designed AI tools for tone, wellbeing check-ins and knowledge handover
- Built the stakeholder map and plan across UX, data, HR and legal

CarbonKind: carbon capture for India's brick kilns | Academic project, 2025

Won Best Ideation and Concept at a sustainability forum

- Identified kiln firing as the driver of about 90% of brick emissions
- Proposed UrjanovaC as the carbon-capture partner for kilns
- Designed a circular model selling carbonates to cement and paint makers
- Planned a phased shift to fly ash bricks, with kiln owner training