



Adithya Varadarajan

Lead Designer, Finnair

[PORTFOLIO](#)

[LINKEDIN](#)

About Me

I'm a design strategist, and I thrive on tackling wicked problems in an empathic way by leveraging an interdisciplinary combination of research, design thinking, co-creation, futures thinking and entrepreneurial thinking, to create sustainable, systemic solutions.

For the past decade, I've led client facing engagements in a range of domains across several geographies, collaborating with multicultural and multidisciplinary teams. Combined with being a T-shaped designer, this provides me with a diverse perspective to tackle complex challenges.

Strengths

Research & Synthesis of Insights
Workshop Facilitation & Co-Creation
Co-Design, Testing & Iterative Innovation
Trends Analysis and Futures Thinking
Crafting Engaging Learning Experiences
Mentoring Designers & Teaching Design
Business Development & Proposal Writing
Strategic Design & Effectuation

Experience

(Portfolio available at www.adithyadesign.com)

Lead Designer, Finnair since Mar 2022

- Leading UX & service design efforts across all digital touchpoints

Design Lead, Scope Impact Dec 2020 - Mar 2022

- Leading the design of new digital services and solutions
- Establishing a skills transfer platform and innovation funnel
- Supporting new business development, proposals and planning

Co-Founder, Nordic Rebels since April 2018

- *Team won the Danish Design Award for Better Learning (May 2019)*
- *Co-Presenter showcasing Nordic Rebels at SXSW-EDU (March 2019)*
- Core role - building a business while crafting learning experiences, tools and methods for learners, instructors, and organizations

UX Strategy Expert, Grib3D Oct 2017 - Mar 2018

Group Lead (Project Director), until Apr 2017

Human Factors International (HFI)

- Managed teams & projects globally for Fortune 500 clients
- Team lead for *Award Winning Mobile Banking App Design*
- Set up & trained a client UX team and built their UX processes
- Taught the UX design process from ideation to user testing

Center of Excellence Lead, HFI 2015-2016

Sr Human Factors Specialist, HFI 2013-2015

Product Designer, TATA ELXSI 2010-2011

Education

MS Intl Design Business Management (IDBM) 2017-2019

AALTO UNIVERSITY, HELSINKI, FINLAND

- Transdisciplinary program - Blending business, design and tech
- *Thesis - Uncovering a link between design and entrepreneurial thinking*

MSc Integrated Product Design 2011-2012

BRUNEL UNIVERSITY, LONDON, UK

BSE Mechanical Engineering 2005-2009

UNIVERSITY OF MICHIGAN, ANN ARBOR, USA