

# ABDUL QADIR BARBHAYA

Business • Design • Strategy

aqbarbhaya@gmail.com | 732-666-1880 | www.aqbdesigns.com

Design Strategist with experience in guiding clients to develop and transform space, products and services through user centered design approach. Has a great passion in humanizing impactful business models through the intersection of design, technology and strategies with the desires to drive value for profit, people and planet.

## Education

### Parsons School of Design (2016 - 2018)

New York

MS Strategic Design & Management

- Merit-based scholarship recipient

### Manipal University (2010-2013)

Dubai - India

BA in Interior Design, Minor in Product Design

- Teaching Assistant for Construction Management (2012 - 2013)

## Experience

### Mercado Global (Jan '18 – Present)

New York - Guatemala

Independent Design Strategist

- Aided in the development of a '150 limited edition products' initiative in collaboration with Mercado Global by designing workshops to help Guatemalan weavers develop creative products that allow them to generate additional revenue streams. Conducted interviews and performed Qualtrics analytics to better model consumer behavior.

Role: Qualitative/Quantitative research, Workshop design and Community engagement

### Donghia Healthy Material Lab (Aug '17 – Present)

New York

Research Assistant & Designer

- Created and managed a cloud database for the lab which involved cataloging sustainability scores and life cycles for designated environment-friendly materials. Lead orientations, advised students on material options for their products, and performed various administrative roles for the library.

Role: Market research, Material consultation, Database management and Strategic partnership

### Godiva Chocolatier (June '17 – Dec '17)

New York

Experience Designer, Strategist

- Conceptualized a sub-brand of Godiva called 'Cacao 20°' by re-imagining existing store design to better compliment changing market attitudes amongst millennial and evolving retail trends. Lead an interior design team of seven and incorporated sustainability standards to team designs.

Role: Ethnographic research, Store concept development and Sustainable initiatives

### SS Design Consultant – (March '14 – July '16)

Dubai - India

Design Lead - Project Management

- Lead a team of four in developing innovative solutions for six residential, four commercial, and two hospitality designs. Handled government approval with portfolios and provided turnkey solutions to diverse clients. Managed the on boarding of suppliers resulting in three new site contractors.

Role: User research, Concept development, Designing and Site supervision

### Andrew Bannister Design – (Feb '13 – Feb '14)

Dubai - London

Design Assistant - Junior Designer

- Created the firm's first material sample catalogue as a result of a collaboration with material suppliers. Visited sites with senior design staff for initial measurements and understanding clients requirements, later developing conceptual sketches using AutoCAD and Google SketchUp.

Role: Material Cataloging, Space development and Designing

## Skills

- Design Thinking
- Design Research
- Ethnographic Research
- Concept Development
- Systems Thinking
- Adobe Creative Suite
- Hand Sketching
- AutoCAD/ 3D Modeling
- Workshop Design/Facilitation
- Prototype/Testing
- Quantitative/Qualitative Research
- Sketch/Invision (beginner)

## Languages

- English
- Arabic
- Gujarati
- Hindi / Urdu
- Spanish (beginner)

## Leadership

- **Leap Entrepreneurship Club**  
- President: Aug '17 - Present
- **Design Intelligence Conference**  
- Branding & Marketing Lead: Aug '17
- **Manipal University Dubai**  
- Mentoring under-grad students: Aug '18

## Volunteering

- **Agriculture in Yemen**  
- Facilitator for the substitution of coffee production en lieu of drugs
- **Community Housing in India**  
- Improved quality of living for low income families
- **New York Coffee Festival '17**  
- Event Organizer and Coordinator
- **Rescuing Leftover Cuisine**  
- Rescuer and Transporter of food

## Achievements

- **ISG Index Exhibition Dubai**  
- Finalist of student design challenge
- **TedX Stage Design**  
- Winner for the design competition