

PALLAVI CHATTORAJ

☎ puh1-luh-vee cha-toh-raj

a design thinker
& learner’s pilgrimage

+1 (718) 629 7017
chatp933@newschool.edu
pallavichattoraj@gmail.com

EXPERIENCES

- Parsons X Bird ^{NYC}
ETHNOGRAPHIC RESEARCH, SERVICE DESIGN
JAN '26 - MAY '26
•Research and strategic recommendation for building women-centered inclusivity in shared micro-mobility
- Senior UI Design, Amazon Fashion ^{IND}
UI DESIGN, ART DIRECTION, CREATIVE STRATEGY
JUNE '23 - FEB '25
•Designed challenger visual experiences for a category with annualised revenue of 24629MM INR & drove some the highest
•Click Rates for store designs, won the Q3'24 award for lasting contributions to Amazon Fashion
- Co-Founder, Blank - The Agency ^{IND}
PITCH DESIGN, ART DIRECTION, GRAPHIC DESIGN, CREATIVE STRATEGY
APRIL '23 - FEB '24
•The design half of a creative+copy duo. Won mandates for mid to large sized companies like Oyo, Yogabar, Tata (FMCG branch) & more
- Brand Design, Supertails ^{IND}
UI DESIGN, GO-TO-MARKET, CREATIVE STRATEGY
JUNE '22 - MAR '23
•Led the campaign & visual design for the annual standalone sale event, contributing to a revenue baseline shifted by 11.8% pre & post sale
•Crafted the branding & visual identity for their new age D2C pet nutrition brand, 'Henlo' across physical & online touch points
- Experimentation, Personal Projects ^{IND}
ACADEMIC RESEARCH
APRIL '21 - MAY '22
•Explored and kindled projects in academia to begin building research praxis in decoloniality in visual cultures

Trained as a designer & backed by a career in experience design, creative strategy & cultural research, I am pursuing **Strategic Design from Parsons School of Design** to build a speculative and systems thinking approach to my work

With an anti-disciplinarian mindset, my design lens is attentive, iterative, collaborative and is comfortable zigzagging to find feedback loops and adapt to volatility

I will always believe in the need to see the world with child-like curiosity & divergent thinking

- Creative, Cryptic Intel ^{IND}
LEADERSHIP, CREATIVE STRATEGY
OCT '19 - MAR '21
•Built a team of 15 designers & copywriters that turned a niche F&B specific digital agency to an industry agnostic full-scale creative agency; & increased retainer fees by over 200%
- Photographer, Amazon ^{IND / MENA}
CREATIVE PHOTOGRAPHY, GLOBAL PROCESS DEVELOPMENT, CREATIVE DIRECTION
AUG '15 - JUNE '19
•Cross-geography creative imaging integration for Amazon’s acquisition of SOUQ, an e-comm platform to establish Amazon.ae across teams in Dubai, Cairo & Riyadh
•Built narration & style for 360 degree videos for Hardline categories that led to increased footfall & projected annualised revenue between \$16MM - \$32MM INR

SOCIAL SECTOR FOCUS

- Pitch Design, UChicago ^{IND}
COMMUNICATION DESIGN
JULY '23 - AUG '23
•Pitch deck design of content & visual design, for the purpose of fundraising for International Innovation Corps, a Social Impact India fellowship, with the University of Chicago, Harris School of Public Policy
- Industry Mentor, SEWA Bharat ^{IND}
COMMUNICATION STRATEGY
OCT '21 - JAN '22
•Self Employed Women’s Association BHARAT, for their e-commerce initiative, Anubandh, to enable self-entrepreneurship for women emancipation at the grass-root level in parts of Northern India

RECOGNITION

- Selected speaker at DEL Conference, Santo Domingo ²⁰²⁶
- Fellow at Institute of Critical Social Enquiry, The New School For Social Research ²⁰²⁶
- AdobeXParsons Final Showcase ²⁰²⁶
- Presenter, Unconference, Harvard Graduate School of Design ²⁰²⁶
- Japan External Trade Organization X Parsons ²⁰²⁶
- Paper in peer-review, The Journal of Design History, Oxford Academic ²⁰⁻⁻
- Design History Society ^{UK} (Selected speaker) ²⁰²²
- Impact Entrepreneurship Fellow, The New School ^{2025 - '27}
- Forbes 2022 ^{IND} D2C Disruptors Finalist (for brand Henlo) ²⁰²²
- Open Call, Reliable Copy ^{IND / NYC} On Surveillance Capitalism by NYU Professor, Deepak Unnikrishnan ²⁰²²
- Fishing Out Oppression ^{IND} Featured in Homegrown, the leading digital voice in emerging South-Asian creative practices ²⁰²²
- Fickle Tickle ^{IND} Published by G5A Foundation ²⁰²¹

INSPIRATIONS

- Cooking with local produce to learn more about a place’s history
- Listening to a tune and dancing around
- Building a gigantic library
- Giving belly rubs to animals (occasionally, humans as well)
- Walking without aim
- Learning new crafts

EDUCATION

- Parsons School of Design ^{NYC} '25 - 2027
Strategic Design and Management (MS)
- National Institute of Fashion Technology ^{IND} ^{2011 - 2015}
Bachelor of Design in Communication Design

WORKSHOPS

- 10X Club ²⁰²⁴
Invite-only 8 week Accelerator on marketing with India’s top CMOs (Microsoft, Google, Puma, Disney)
- Marshall McLuhan 101 ²⁰²⁴
Course by Prof. Madhusudan Mukherjee on Marshall McLuhan’s media theories
- Communication & Media Studies ^{2021 & 2024}
Course by Prof. Madhusudan Mukherjee on Semiotics & Media Theory
- Foundations of UX Design ²⁰²²
- Typography Camp ²⁰¹⁵
Symbiosis Institute of Design