

# Anupama Rao

Graduate student at LSE

I am passionate about creating change that is empathetic to user needs, equitable, and impactful. My education and work has spanned across two areas - understanding decision-making and designing for it.

## WORK EXPERIENCE

### QURE.AI

**Design Researcher, Founding Team Member** (March-September 2021)

The first designer in the company assigned the role of carving out the design function, build design-led thinking and design research

**Role :** Modular contributions to existing products, Hiring and building the design team, purpose and structure, design of new products (Annotation portal for 2D and 3D outputs, Workflow management in critical stroke care)

### FRACTAL ANALYTICS (FORMERLY FINALMILE)

**Design Associate** (2017 - 2020) — **Behaviour Architect** (2020 - 2021)

As a behaviour architect in one of India's leading behavioural science and design teams, I developed solutions and strategy to influence decision-making, consumer choices and social behaviour

**Role :** Constructing Hypothesis, Building Research Tools, Conducting Field Research, Synthesis of Insights, Creating Strategy and Non-Conscious Human-Centred Intervention Design

#### Outcome Highlights :

- Formulated communication campaign for child feeding practices in rural India (Implemented by the State government) | **Healthcare & Nutrition In Public Sector**
- Integrated data science and behaviour science approach to forecast user drop-offs for UK OTT platform | **Media/Telecom & Data Analytics**
- Created FinTech digital product to manage investor biases | **FinTech**
- Explored the healthcare landscape for disadvantaged communities for a leading US insurance company | **Insurance & Healthcare**
- Authored a company publication that forecasts sector-wise behaviours and needs in the world post-COVID-19 | **CPG/Tech/Healthcare**

### PIRAMAL SWASTHYA

**Communication Consultant, Therefore Design Pvt. Ltd.** — 2017

Industry embedded diploma project aimed at improving the infant and mother mortality rates of the tribal communities of Araku (Andhra Pradesh)

**Role :** Designed Research Modules, Conducted Field Research, Strategy Design, Communication and Experience Design

### MALALA FUND

**Freelance Illustrator, Girl's Advocacy Guide** — 2017

The "Raise your voice with Malala" by the Malala Fund (available in 10 languages) provides young girls from marginalised communities the information and tools they need to speak out, take action and create change.

**Role :** Set Visual Design Language, Illustrations Design

## EDUCATION

### LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE,

**MSc Psychology of Economic Life** - 2021-2022

### MAEER'S MIT INSTITUTE OF DESIGN, PUNE

**Graduate Diploma in Graphic Design** — 2018

### L'ECOLE DE DESIGN NANTES ATLANTIQUE, FRANCE

**Exchange Student** — September 2016 - February 2017

## INTERNSHIPS

### BOOKMYSHOW

**User Interaction Trainee**

June 2016 - August 2016

### THE OTHER GUYS

**Graphic Design Intern**

April 2015 - May 2015

### LOL VENTURES

**Graphic Design Intern**

August 2014 - September 2014

## COURSES

### CENTRE FOR COMMUNICATION STUDIES

**Communication Studies**  
2020

Introduction to Basics of Semiotics and Communication Theory, Linguistics, Psycho-Analysis, Structuralism, Post-Structuralism and Media Theory

### IBM

**Enterprise Design Thinking**

2020

## ONLINE PRESENCE

### BRAINGOO

**Creator**

January 2019-Present  
BrainGoo is a blog that connects the dots between behaviour science, design and data via short graphic novels.

*Mentioned in :*

#BehavioralValentines:  
Psyched To Be Yours  
(February 2019, Behavioral Scientist)

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## CONTACT

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