

MAHIKA JAIN

Design Research | Systems thinking | Behavioral Design

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[LinkedIn ID](#) | [Portfolio](#)

PROFILE

With over 3 years of experience in conducting qualitative research and analysis using approaches of system thinking and user-centred design to address complex societal problems, I'm looking to further explore and grow at the intersection of behaviour change and design strategy.

WORK EXPERIENCE

Program Manager - Youth Empowerment and Trauma Healing Jan 2025 - Present
Vihara Innovation Network, Delhi

- **Leading design and pilot intervention** across peri-urban regions of Delhi-NCR, engaging 150+ marginalized youth in a trauma-informed life skills program using CBT-inspired, gamified tools and safe-space facilitation.
- **Developing and testing interactive modules** on trauma healing, emotional regulation, and goal setting through art-based reflection, moodboarding, and interactive activities for future planning.
- **Recruiting and training 10+ Youth Champions** to serve as peer facilitators and community mobilizers, contributing to a broader goal of reaching 250+ youth through phased implementation and scale-up.

Design Researcher - Game of Choice not Chance (Boys) Jul 2023 - Jun 2024
Vihara Innovation Network, Delhi

- **Designed and executed 9 testing sessions across 3 states**, for a USAID-funded narrative-based mobile game targeting topics of consent, intimacy and SRH for adolescent boys.
- **Engaged with 60+ stakeholders including adolescent boys and parents**, over a mix of in-person and remote sessions, evaluating various aspects of the game such as storyline, content, backlash, language, mini-games, and mechanics, using **innovative, iterative methods and tools**.
- **Trained about 6 youth coordinators across the 3 states** to conduct remote testing and recruit participants for each session.

Design Researcher - Reach Each Child Dec 2022 - Jun 2023
Vihara Innovation Network, Delhi

- **Designed and conducted an action-based ethnographic research** with the tribal groups across 2 districts of Rajasthan and Gujarat to identify the causes and relapse factors of malnutrition among under 5 children, which guided the CSR team in revising their initiative and target population.
- **Developed the sample recruitment logic and field guides**, and **led the IRB submission**.
- **Engaged with over 100 stakeholders** from the community and system side to conduct field inquiries. Conducted **training of 15+ CNWs** for recruitment.

Program Associate - Business Development Team

Sep 2022 - Present

Vihara Innovation Network, Delhi

- Engaged with global and regional donors and CSRs for business development. Contributed to **10+ proposal writing and concept note development**, brainstorming workshops, and client engagement to drive pre-sales to sales conversion.
- Led the **development of research design and data analysis** of an exploratory research with tribals in Kenya at the intersection of climate, health and livelihoods. **Frontending the client engagement** with the African entity we were planning this research with.
- Creation of **training deck for field research team**. Facilitation support in **analysis workshop for over 12+ researchers** under BMGF's Pathways project in Indonesia.
- Visual and writing support in reports of other projects in the domains like MNCH, Business Advisory.

UX Designer

Jul 2022 - Aug 2022

Ekatvam Innovations, Remote

Iterated and refined the **Data Collection Dashboard, Mobile Application and Web Dashboard**, created for Ekatvam during my internship. The service is targeted to foster a **sustainable water management system among villages** and associated authorities.

Design Innovator

Jul 2021 - Jan 2022

Digital Impact Square, Remote

Conceptualised and **designed the digital and physical products** to complete the service delivery loop for the beneficiaries engaging with Ekatvam's Saas Solution being implemented in about **10 villages across 2 districts of Maharashtra and Gujarat** each.

Design Research Intern

May 2020 - Jun 2020

Think Design, Remote

Designed and conducted a **user research** to understand consumer shopping patterns and predict the impact on retail markets post COVID. Utilised a mix of qualitative and quantitative methods with a little over **150 respondents in this remote research**.

EDUCATION

B.Des Industrial Design | National Institute of Design, Haryana

2017 - 2021

TECHNICAL SKILLS

Design Thinking, Service Design, System Design, Qualitative Research, Research Methods, User Centred Design, Data Analysis and Sensemaking, Workshop Design and Facilitation, Proposal and Note Writing

TOOLS

Miro, Canva, Google Suite, Adobe XD, Illustrator, InDesign, Sketchbook, Figma

REFERENCES

Available upon request.