

OAS RAJVANSHI

Business Strategist & Innovation Consultant

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A systems-thinking design and business strategist building evidence-based solutions across complex and evolving problem spaces.

EDUCATION

- **Parsons School of Design, New York** | MS Strategic Design and Management **May 2027**
 - **Honors:** Academic Year 1 - GPA 4.0; Recipient of Dean's Merit Scholarship.
 - **Focus:** Innovation Strategy, User Research, Experience Design, Operating Models.
- **National Institute of Fashion Technology, India** | B.Des Textile Design **July 2021**
 - **Honors:** CGPA 9.3; Awards: Student of the Year, Best Academic Performance.
- **Indian School of Business** | Certification: Digital Marketing & Analytics **Mar 2022**

INNOVATION & STRATEGY ENGAGEMENTS

- **Enterprise Ecosystem Design | NASA Transition Strategy:** Engineered enterprise transition models and mapped cross-functional operational workflows for the post-2030 decommissioning of the International Space Station.
- **Product Strategy & AI | Manulife (John Hancock):** Won the University of Toronto 2026 RDC by developing a 10-year enterprise strategy and designing the "Manulife Passport", an AI-driven ecosystem utilizing behavioral data to provide contextual guidance during life transitions. Conducted competitive landscape analysis of 15+ top insurtech platforms.
- **UX Research & Systems Design | CareGrid:** Architected the foundational concept and business value proposition for an AI-enabled care coordination platform tailored to neurodiverse users, translating deep qualitative research into actionable stakeholder journey maps to reduce caregiver burnout. Secured acceptance into the Base44 Accelerator (Top 44 worldwide).
- **Macro-Research | Platform Economics:** Authored a comprehensive research critique analyzing how modern digital platforms concentrate market power through data ownership and algorithmic control.

PROFESSIONAL EXPERIENCE

Business & Design Strategy Manager | Soul Closet (UAE, Italy, India)

Nov 2023 - Jun 2025

- Architected the B2B **Go-To-Market (GTM) strategy** for Europe and the Gulf, driving a **40% market expansion**.
- Developed strategic partnerships with 25+ high-value enterprise buyers (including Elahe, Pernia, and Ogaan).
- Defined cross-border brand architecture and market positioning to successfully launch **3 new product ecosystems**.
- Synthesized **Salesforce** data and consumer analytics to align creative design with commercial revenue targets.

Project Manager (Consultancy) | Banofi + Beej Studio

Aug 2023 - Oct 2023

- Directed the product strategy and commercial narrative for a **15-piece**, first-to-market banana bio-leather collection.
- Scaled the brand's sustainable innovation story for a Lakmé Fashion Week debut, reaching **50,000+** stakeholders.
- Facilitated cross-functional **agile design sprints**, accelerating product development and time-to-market by **3 weeks**.
- Aligned sustainable material innovation with enterprise viability, securing buy-in from **4 major retail partners**.

Service Designer & Content Manager | Cord Design India

Sep 2022 - Aug 2023

- Mapped complex **service blueprints** and operational models across a **50+ person** manufacturing ecosystem.
- Applied systemic design principles to restructure workflows, reducing cycle times by **16%** and increasing output by **20%**.
- Translated high-level business objectives into actionable execution frameworks for cross-functional teams.
- Architected the holistic **Experience Design** of the brand's D2C touchpoints, contributing to a **30% lift** in customer retention.

Creative Researcher | Suketdhir

Jan 2021 - Aug 2022

- Synthesized macro-trends and qualitative consumer insights to drive product ideation for **4 seasonal collections**.
- Conceptualized design strategies for a Woolmark Prize-winning luxury house, driving a **15% increase** in pre-orders.

LEADERSHIP & SOCIAL IMPACT

- **Co-Founder & Director | The Col-Lab (Parsons):** Built and scaled an academic ecosystem connecting students across NYU, Columbia, Pratt, and The New School, driving cross-university strategic design partnerships.
- **Impact Consultant | Process Design:** Audited and restructured operational design processes for the Chanderi handloom industry, successfully disintermediating the supply chain to significantly increase profit margins for local artisans.
- **Impact Consultant | Inclusive Design:** Developed and implemented a vocational training framework, creating a sustainable, independent revenue stream for neurodiverse individuals through handcrafted products.

SKILLS & METHODOLOGIES

- **Research & Strategy:** Human-Centered Design, Qualitative Research, Systems Mapping, Go-To-Market (GTM) Strategy, Stakeholder Journey Mapping, Ecosystem Design, Trend Analysis, Experience Design, Systems Thinking
- **Technical Tools:** Adobe CC, Figma, Applied AI (Claude, ChatGPT, Gemini), JIRA, Salesforce, Advanced Excel.