

SANJANA RAMESH

SENIOR ASSOCIATE, STANDARDS & INNOVATION | WEWORK INDIA

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EXPERIENCE

SENIOR ASSOCIATE, STANDARDS AND INNOVATION

Apr 2024 - Present

WeWork India

- Achieved a fast-track promotion in the company by taking on additional responsibilities, and stepping outside my comfort zone, placing me among the few recognized for consistently exceeding expectations.
- I now lead initiatives in product innovation, sustainability, and spatial design strategy. My responsibilities focus on developing spatial & interior design standards that enhance user experience & standardizing new finishes and materials.
- Additionally, I also spearhead the Sustainability Initiative, serving as the main point of contact for the Product Sustainability Initiative, leading efforts to develop new standards that drive WeWork towards Green Building certifications. This role involves a strong emphasis on material analysis and establishing guidelines to integrate sustainable practices into the physical product.

ASSOCIATE, STANDARDS AND INNOVATION

Dec 2022 - Apr 2024

WeWork India

- My key responsibilities included creating design standards for the different spaces used in WeWork buildings with a focus on cost saving while keeping user experience in mind.
- Worked on the concept for WeWork 2.0, a new product offering, by translating insights from user research and analysis into actionable design strategies.
- Awarded the *Winning Together Award* at WeWork's Annual Awards 2023 alongside my team, recognizing our outstanding teamwork and collaboration in creating and implementing design standards that define the WeWork experience.

INTERN, STANDARDS AND INNOVATION

July 2022 - Dec 2022

WeWork India

- Kickstarted the Product Sustainability Initiative for WeWork by researching and documenting the sustainable features of the materials, finishes and furniture that go into making a WeWork building and prepared a detailed report on the same.
- Worked on conducting user research and analysis for a new product offering, WeWork 2.0.

EDITORIAL INTERNSHIP

July 2022 - Dec 2022

Rethinking The Future

- Completed a three-month remote internship in architectural writing with rethinking the future, an editorial platform focused on architecture and design.
- Responsibilities included researching and writing 15 published articles on various architecture and design topics, demonstrating strong analytical and writing skills within tight deadlines.

ARCHITECTURAL INTERNSHIP

Jan 2021 - May 2021

AECOM India

- Worked as a Trainee in the Transit Architecture Department at AECOM. Learnt in-depth about the principles and standards followed while designing underground metro stations including details about shaft systems, ventilation, and fire evacuation.
- Assisted the project lead in making architectural drawings of multiple stations and the fire evacuation reports for an international metro project.

SKILLS

KEY SOFTWARE:

- Adobe Creative Suite - Photoshop, Illustrator, InDesign, XD
- Microsoft Suite
- Collaboration apps - Miro, Dovetail
- Figma
- Architectural Software - Revit, AutoCAD, Sketchup, Enscape

RELEVANT SKILLS:

User Research, Design Research, Spatial Design Strategy, Design Thinking, Service Design, Journey Mapping, Visual Design, Graphic Design, Architectural Design

EDUCATION

BACHELOR OF ARCHITECTURE (2017-2022)

National Institute of Technology, Tiruchirappalli
8.55

CERTIFICATES

- Service Design for the Real World: A Practical Introduction - Udemy
- Visual Elements of User Interface Design - Coursera
- Google UX Certificate - Coursera

OTHER PROJECTS

FOUNDER, BYSANJANA

Jun 2020 - Present

Freelance Graphic Designer and Illustrator

Founder of BySanjana, an online business for illustrations and graphic design. Worked on creating custom portrait illustrations and graphic design commissions for people all over India.

POSITIONS OF RESPONSIBILITY

PUBLICITY HEAD

Jan 2020 - Jan 2021

Archcult, Annual Architectural Symposium of NIT Trichy

Led a team of 30 students and was in-charge of the publicity and online presence of Archcult. Was responsible for ensuring registration and participation of students from all over India in the symposium and online workshops. Also managed the various social media handles and posted architecture related content and ideated social media strategies for online publicity.

ORGANISER AND AMBIENCE COORDINATOR, AAVEG

Aug 2017 - Feb 2018

Aaveg '18, Inter-Hostel Cultural Fest for Freshers

Was in-charge of ideating and creating the ambience for the fest. Was also involved in organising 4 events and was in-charge of planning and execution along with a team of fellow organisers.