

ASNA ALI

Strategy Designer

PROFILE

I am an interdisciplinary designer with a knack for finding poetry in what I do.
A designer who works with contexts and narratives while constantly trying to understand why we behave the way we do when interacting with each other and with the world. I focus on understanding systems and building new ones that cater to the context while keeping in mind each stakeholder. I like exploring different materials that make me think laterally and lead me to eureka moments.

SKILLS

- Design Research
 - Strategy Design
 - Product Design
 - Publication Design & Writing
- Teamwork
 - Effective Communication
 - Service & System Design
 - Critical Thinking

EXPERIENCE

EDUCATION

- SENIOR SECONDARY

Somerville School

DELhi

2018-2020
- BACHELOR OF DESIGN

The Design Village

Multidisciplinary Design

2021 - 2025
- EXCHANGE SEMESTER

TU Delft

Industrial Design

January 2024 - July 2024

CONTACT

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RESEARCH & PRODUCT DESIGN

JAKOBI CHOCOLATIER, NOIDA | SEPTEMBER 2022

A packaging solution for better cross-India shipping of premium chocolates, that would maintain optimal temperatures for them.

- Through collaboration with The Design Village Noida
- Execution of a successful bio material solution

EVENT MANAGER & MC

IMPULSE: COLLEGE FEST 2023, NOIDA |APRIL 2023 - MAY 2023

Chaired the organizing committee of the annual student fest. My role was to curate and outline the plan and details for the event while ensuring smooth execution throughout. I was also the Master of Ceremony.

- Curation of the theme and intent of the event
- Handling communication and delegation with sub committees to ensure smooth execution
- Merchandise design
- Experience Design

CONTENT WRITER, CURATOR & VISUALIZER

THE DESIGN VILLAGE, NOIDA | 2021-2024

I was part of the core team for the Newsletter team of The Design Village. My role was to ideate and execute unique ways of presenting information and come up with engaging storytelling. I was also part of the curation for various editions.

CIRCLE OF LIGHT

THE DESIGN VILLAGE, NOIDA X MAKE, ABU DHABI | JANUARY 2025

I was part of the team which had to design and produce furniture pieces out of concrete and metal. The designs of this series were inspired the dome of Louvre, Abu Dhabi and were produced by the team at the Make workshop, Abu Dhabi.