

SHREYA RAVI

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Bangalore, India

PROFILE

Design and innovation strategist with a track record of building data-centric products that integrate AI governance, human-centric design for AI, and digital transformation across human rights, climate, and international development contexts. Experienced in stakeholder workflow analysis, knowledge management, and multi-stakeholder engagement, aligning partner needs with data product strategy through design research methodology. Skilled at translating insights and strategy into MVPs, flagship products, and advocacy-driven knowledge products.

KNOWLEDGE AREAS

- AI Governance & Responsible AI
- Human-Centric Design for AI (HCAI)
- Data Pipelines & Knowledge Management
- MVP / Flagship Product Development
- Stakeholder Workflows & Multi-Stakeholder Engagement
- Service Design & Systems Thinking
- Advocacy & Communications Strategy
- Cross-Functional Coordination

PROFESSIONAL EXPERIENCE

Design Strategist

April 2026 – Present

UN Human Rights Innovation & Data Analytics Hub (OHCHR) — Geneva, Switzerland (remote)

- Conducted design research methodology to understand stakeholder workflows and identify data gaps, integrating findings into a human rights data exchange platform in support of international development and policy advisory objectives.
- Led data-driven stakeholder interviews and multi-stakeholder engagement to inform MVP development, leveraging LLMs to support data pipeline design, AI governance frameworks, and knowledge management practices.
- Worked with data products addressing sexual violence and climate risk, as well as Human Rights Due Diligence (HRDD), as part of the EU's CSDDD regulatory framework — developing a product MVP that integrates human rights risk evaluation and insights strategy into data pipelines.
- Currently building a climate data platform with LLM-powered alerts for a UN internal team, enabling data pipeline automation, cross-functional coordination, and action-based reporting and advocacy strategy.

Design Researcher – Sustainable Food Futures

Jan 2025 – Nov 2025

Visualisering C — Norrköping, Sweden

- Researched how AI-driven recommendation systems shape food behaviors and meat consumption, contributing digital thought leadership on the risks and opportunities of AI adoption.
- Applied Design for Sustainable Behaviour frameworks and systems thinking to map user-service-AI interactions in domestic food environments.
- Facilitated co-creation workshops using AI-generated imagery, applying communications and advocacy strategy to explore alternative food futures with diverse stakeholders.
- Used speculative design and generative AI to prototype future food ecosystems — agroecology, vertical farming, alternative proteins, and digital services — in support of sustainable development goals.
- Built a digital prototype of an AI-driven grocery service, blending UX, product strategy, and storytelling to spark sustainability discussions.
- Critiqued generative AI bias through a study of AI-generated sustainable packaging design, informing responsible and human-centric AI practice.

Graduate Researcher

Aug 2023 – July 2025

Linköping University, Sweden

- Applied ethnographic research and systems mapping to design a gamified digital service experience supporting immigrant integration and multi-stakeholder navigation through Sweden's public welfare system.

- Researched foresight and innovation strategy, analyzing open innovation ecosystems and platform-based business models — incorporating partnership management insights from a design strategist at BMW.
- Studied repair practices in second-hand ecosystems, proposing community-based digital service models to extend product lifecycles and support circular systems.
- Produced a research report on disruptive innovation in Swedish sustainable farming, using backcasting and speculative design with Augmented Reality (AR) to generate strategic insights and knowledge products for future agricultural service models.
- Investigated household consumption and food waste behaviors, redesigning packaging systems and digital nudges — applying effective decision-making and communication strategy to encourage sustainable practices.

EDUCATION

Linköping University, Sweden

MSc Design (2023 – 2025)

Thesis: Future Eating — Exploring Imagined Paths to Sustainable Food Futures. Research explored behaviour change in household food practices through participatory design and speculative scenario building.

National Institute of Fashion Technology, India

Bachelor of Design in Communication Design (2018 – 2022)

CERTIFICATIONS

- Foundations in Human-Centred AI — Northeastern University (2026)
- “How to Design Integrated Services Experience” by Frank Spillers — Interaction Design Foundation (IxDF), 2023
- “Designing for the 21st Century” with Don Norman — Interaction Design Foundation (IxDF), 2023