

# Pradhan Thandra



[www.pradhanin.space](http://www.pradhanin.space)

I'm a multi-disciplinary designer and creative strategist with experience ranging from prototyping, leading projects, conducting research, and coaching. My work experience spans across public health, advertising and consulting. From my early days in learning & development to designing products & services, empathy has been at the core of his process, a common thread that helped generate effective solutions and ideas. My recent projects have been a mix of ethnographic and design research.

My work addresses various demographics, from highly urbanised settings like Berlin, New York and Mumbai to rural communities within India. He has worked with Saatchi & Saatchi, Facebook, Animal Advertising and Vihara Innovation Network with clients like GSK's Theraflu, Share The Meal, Uber India and Red Bull. During my education & work experience, I was nominated for [Cannes Future Lions](#), [The Webby's](#), Communication Arts and besides [winning a ONE Show award](#) and [D&AD New Blood pencil](#).

## Work Experience

### Commonplace (Mar 2022 - present)

Co-founder, Creative Director

Commonplace is a personal initiative in the public health space. I currently manage all creative deliverables. Some of my work include our [company website](#), Barefoot College Tilonia's new site. Our clientele include the likes of CSBC Ashoka, Ipas and Sonder collective.

### Vihara Innovation Network (Sept 2019 - Mar 2022)

Digital Health Lead, Project Manager, Design Manager, Researcher

Vihara is an innovation and impact network working in global health. We use contextual inquiry, behavioral insights, and human-centered design to improve the way health services are conceptualized and delivered.

My work with Vihara Innovation Network has been a mix of ethnographic research and projects that use Human-Centered Design to solve public health problems. I managed multiple projects while leading the Digital Health vertical to build a portfolio of digital solutions while bringing learnings-based, people-centered approach to adapting, synthesising and developing contextual solutions in digital health. We were passionate about understanding and learning how prevalent technology has enabled health systems and behaviour; contributing to and adapting the Global Goods and Principles for Digital Development into our practice; supporting and scaling ongoing digital health platforms with our diligent and in-depth focus on people, their health and therefore outcomes.

Some projects I've worked with in the last couple of years are [Game of Choice, Not Chance](#), [Couple Engage](#) and PRONTOLearn.

### Game of Choice, Not Chance (Girls)

**GoC Girls** aims to provide young adolescent girls with the sexual health knowledge they should have, and guides them on a path where they can have more agency with regard to their own reproductive health, careers and lives.

In a setting with inequitable gender and social norms and low knowledge, attitudes, and self-efficacy related to sex, sexuality, and family planning, adolescent girls' health requires a holistic approach that can reach the consumer directly and then diffuse to wide audiences.

A digital game offers the opportunity to meet this need in a fun, engaging way for adolescents. The game design process has been enriched with personas from the discovery research, insights from the girls' lifestyles and families, and inspiration from environmental observation.

I was the Art Director and UX designer while building the game's look and the user experience.

## Game of Choice, Not Chance (Boys)

**GoC Boys** was a research project aimed at gathering contextual information on young men's lives to inform the GoC design. Two primary objectives supported this goal, related to boys' self and social spheres: Firstly, to understand game-relevant dimensions of boys' lives, including phone use and engagement, media and game usage, aspirations, conflicts, gender ideologies, and FP/RH-related behaviors and perceptions. Secondly, to explore the semiotic, social, and normative context of young men's understandings of FP/RH, gender and masculinity.

As a project manager, I was leading a team of researchers and partner organization. The research team conducted the entire research remotely during the COVID pandemic. The remote research needed for us to build an [online tool](#) that hosted different methods of research, interacted with young men (15-22), family members, and experts to answer some of the foundational questions like - *How does the social, spatial, and cultural environment of our target population shape their gender ideologies, and FP/RH attitudes, events, and outcomes?*, *What are the motivations, aspirations, and tensions in our target population's lives?*, *How does our target population engage with their phones, media, content, and data?*, *What are our target population's gaming behaviours, practices, and preferences?*

## PRONTOLearn

[PRONTOLearn](#), is a platform that will deliver educational modules, user assessments, and provide a dashboard of training progress for different stakeholders and end-users. This approach aims to ensure that simulation and team training educators (across the professional life-course in nursing and midwifery sectors) are supported and encouraged to deliver high-quality simulation training at scale.

My team and I at Vihara partnered with PRONTO International to conduct multi-stakeholder in-depth interviews to help understand the challenges in the nursing & midwifery ecosystem and inform the design of this integrated multi-user platform built to support a sustainable simulation education system. The result of our engagement was to create a recommendations report around the educational system and [first set of prototypes for the Learning Management System](#).

## Indi.com (Sept 2018 - Sept 2019)

### Design & Marketing, Business Development Lead (India)

Indi is a U.S based Startup/platform that helps brands engage with its users and create trustworthy organic content. My role at Indi is to build the business in India and APAC and improve its marketing online.

Designed initial user experience and prototypes for their new [mobile app](#).

## Animal Advertising (Mar 2018 - Jun 2018)

### Art Director/Creative Strategist

Animal Advertising is a Delhi based ad-agency, my role as an Art Director helped build advertising campaigns for clients like OYO, India, Jabong, The Hong Kong Club (Hyatt Hotels) and Times Internet

## Facebook, Berlin (Jan 2017 - Mar 2017)

### Design & Marketing, Business Development Lead (India)

Facebook Berlin offered an opportunity to play a pivotal role as a Creative Strategist helping brands understand Facebook's ad and platform offerings. Some of the major brands that I've worked with included Red Bull and Share the Meal. Our [Share The Meal](#) campaign went global and earned thousands of impressions including a [Webby award nomination](#).

## Saatchi & Saatchi New York (Oct 2016 - Dec 2016)

### Art Director

As an Art Director at Saatchi one of our longest partner GSK Theraflu commissioned us to create a campaign targetted at CES '17 attendees. The peak flu season was an problem where GSK could offer services locally. Our campaign "How Sick Is Vegas" with Theraflu and GSK was published across Las Vegas during the CES 2017. This mixed medium campaign also included one of the largest interactive displays on the west coast of the United States. Our other work included creative pitches for Tide and Cadbury.

## DDB, Berlin (Jan 2016 - Apr 2016)

### Art Director

DDB Berlin offered an internship in winter of 2016. Our team of four had two copywriters and two art directors. Our clients that commissioned work included Volkswagen, IKEA, T-mobile and Ebay Germany.

## DigitasLBi, Mumbai (Oct 2015 - Dec 2015)

### Art Director

Digitas offered an internship to work with brands TATA Cliq, Hoegaarden, Hotstar and HDFC

## 247.ai , Hyderabad (Sept 2004 - Nov 2013)

### Learning & Development - Assistant Manager

247. ai is an offshore delivery solution center in India (Bangalore & Hyderabad). In my time at the organization I started as a call center executive in sales and services. I transitioned to our Learning and Development team as a coach and when I left the organization as training lead for Organizational Development in addition to leading seven trainers and coaches in our Hyderabad contact center.

My role as an Assistant Manager included creating training/coaching processes, modules and evaluation metrics. Some of our partners and clients included Dishnetwork (U.S), Sirius XM (U.S), AT&T (U.S) The Iconic (Australia) Carphone Warehouse (UK) and Lenovo (EMEA).

# Education

Miami Ad School - Mumbai, New York, Berlin (2017)

Advertising & Art Direction

Miami Ad School was a once in a lifetime experience, the advertising school is an unconventional space that offers the creative chops directly from the industry professionals. I had the opportunity to spend a year in Mumbai the hub advertising and the second year in Berlin and New York.

Centre for Global Leadership and Development (2013)

Bachelor's in Theology

# Certifications

Enterprise Design Thinking Co-Creator

IBM Certification

Human Centered Design and Prototyping

IDEO + Acumen Certification

Certificate in Photography & Cinematography

Annapurna International School of Film and Media

Project Leadership and Management

Dale Carnegie Institute of Training

# Skills & Tools

Product Design/ Design Thinking/ Art Direction/  
Visual Design/ Prototyping / Project Management

# Awards & Recognition

D&AD New Blood (2017)

[Quid: That Brutally Honest Friend / Nationwide](#)

Cannes Future Lions (2017)

[Sonic Mesh / Shazam](#)

One Show (2015)

[Childhood Shortcuts/ Lego](#)

The Webby Award (2017)

[Share The Meal](#)

Young Glory (2015)

[SNAP2SEX-ED](#)

Delhi Photo Festival - Exhibit (2013)

[Magnum Photos](#)

Employee of the Year (2009/2011/2013)

[247.AI](#)

## Contact

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