

PRIYANKA CHOWDHURY

Design Strategist & Researcher

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I am a design strategist and researcher trained in architecture, urban design and design research. I have 3+ years of experience studying how people experience places, services, and emerging technologies. I have designed and facilitated 45+ workshops and engaged 500+ participants and stakeholders across industry, academia, and community projects. I lead mixed-methods research, global stakeholder facilitation, and strategic foresight at Honda, turning complex user, organizational, and technology questions into long-term strategies and decision frameworks. I draw on my multidisciplinary perspective to help teams uncover what matters, align around shared priorities, and shape experiences that support how people work, connect, and belong.

Professional Experience

Honda Research Institute

Columbus, OH

Design Researcher and Strategist

January 2024 – Present

- Improved early-stage decisions across products, services, and R&D initiatives by translating ambiguous business, user, and technical questions into research plans, analysis frameworks, opportunity areas, and decision criteria.
- Drove cross-functional alignment across Honda's U.S., Europe, and Japan offices by designing and facilitating 70 hours of workshops and participatory research with 53 researchers, designers, and business stakeholders, helping teams surface policy implications, ethical considerations, and future human-AI opportunities.
- Advanced the global deployment strategy for Honda's social robot by designing and leading 18 hours of longitudinal mixed-methods research with 24 students and 6 educators to identify adoption barriers and classroom-integration needs. Pre/post measures showed a 26.7% increase in social-emotional skill scores, while qualitative findings informed adoption frameworks and product priorities.
- Guided long-range innovation planning by combining stakeholder perspectives, Honda's evolving brand values, and trend research to create 2050 future-society narratives, opportunity frameworks, and recommendations presented to the CEO and senior global leaders.

Neighborhood Design Center

Columbus, OH

Design Research Intern

May 2023 – July 2023

- Identified barriers to safety, access, daily services, and small-business growth across underserved Columbus neighborhoods by conducting interviews, surveys, and field observations with residents, local businesses, and community partners.
- Increased small-business foot traffic by 30% by translating findings into practical placemaking and customer-experience interventions and coordinating budgets, timelines, partners, and implementation.

Department of Design, The Ohio State University

Columbus, OH

Graduate Teaching Associate

August 2022 – May 2025

- Built applied design research skills for 313 students by teaching research methods, co-design, strategic foresight, systems thinking, and prototyping through workshops and studio critiques.
- Coached multidisciplinary teams to frame critical questions and translate research into journey maps and service blueprints, connecting user needs, touchpoints, and supporting processes to evidence-based recommendations.

Intrigue Designs

New Delhi, India

Architecture Intern

June 2019 – November 2019

- Developed design concepts, spatial layouts, and execution plans across 7 mixed-use and institutional projects by translating site conditions, circulation requirements, client briefs, and stakeholder feedback into iterative design solutions.
- Delivered 2 projects independently from concept through implementation by managing budgets and timelines and coordinating client requirements, vendors, site activities, and multidisciplinary teams.

Selected Research

Behavioral Morphology | Independent Research

- Developed a predictive design model connecting pedestrian, vehicle, and micromobility activity with recurring behavioral patterns in public spaces to help designers compare spatial concepts early by anticipating user behavior.

- Built an interactive prototype that visualizes model outputs, allows users to adjust spatial and behavioral variables, and translates the resulting scenarios into design criteria.

Urban Technology & Perceptions of Safety | MFA Thesis, The Ohio State University

- Examined how different gender identities perceive safety in the University District area of Columbus, Ohio and explored the role of urban technology through a five-phase multi-method study with 61 participants using participatory and speculative research approaches.
- Synthesized outputs from 11 co-design teams into a spatio-temporal socio-technical framework and placemaking recommendations for proactive system-level interventions.

Leadership Experience

Student Advisory Committee, The Ohio State University

Columbus, OH

Chair

August 2024 – July 2025

- Led a cross-functional team as the inaugural Student Chair to identify organizational needs and shape improvement plans for shared spaces and student resources.
- Established a structured feedback process using surveys and stakeholder discussions, translating student input into evidence-based recommendations for shared-space improvements, engagement, and resource planning.

Government Affairs Committee, The Ohio State University

Columbus, OH

Delegate

August 2023 – July 2025

- Actively advocated for public-safety, accessibility, and community-experience priorities in Columbus' University District by identifying student needs and policy gaps.
- Drafted and advanced University Senate resolutions that translated public-safety and community concerns into proposals for more equitable urban and student-centered outcomes.

Graphic Design Club, Jadavpur University

Kolkata, India

President

August 2017 – June 2021

- Rebuilt the long-inactive design club by defining its 5-year strategic framework, key objectives, and future vision.
- Secured grant funding and conducted free university-wide workshops on Adobe software, equipping over 50 students with industry-relevant design skills, achieving a 93% satisfaction rate.

Education

The Ohio State University, College of Arts and Sciences

Columbus, OH

Master of Fine Arts in Design Research and Development

July 2025 | GPA: 3.97

Minor: City and Regional Planning

Jadavpur University, Faculty of Engineering and Technology

Kolkata, India

Bachelor of Architecture in Architectural Engineering

June 2021 | GPA: 3.75

Tools & Methods

Tools: Miro, FigJam, Figma, Adobe Creative Cloud, Qualtrics, Python, NVivo, Power BI, Tableau, Microsoft 365, R, D3.js, Revit, AutoCAD, SketchUp, ArcGIS, Unity

Research: Mixed-methods research; stakeholder interviews and surveys; ethnography; contextual inquiry; participatory research; workshop facilitation and public engagement; strategic foresight; scenario planning and trend research; journey mapping and service blueprinting; spatial and behavioral analysis; change and adoption strategy

Honors and Awards

Core77 2024 WANTED Schools Workshop | Winner

April 2024

OSU Graduate Research Small Grants Program

March 2024

National Association of Students of Architecture | 1st Runner-Up

March 2017