

# Madhurya Katragadda

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## WORK EXPERIENCE

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### 11Design Spatial Studio

Muscat, Oman/ Hyderabad, India

Founder and Design Strategist

Aug 2018 - Jan 2023

- Integrated design thinking methodologies into architecture workflows, to deliver 3 user-centred design solutions, achieving a 33% increase in overall user satisfaction.
- Enhanced workplace privacy and functionality, boosting employee productivity by 40% through implementation of 7 research-backed recommendations.
- Achieved 90% service improvement and mitigated collision risk by 100% through redesign of pedestrian and vehicular movement in a desalination plant using minimum resources and within budget constraints.
- Delivered spatial concepts for repurposing an abandoned mining quarry into an income-generating adventure resort, projecting an annual revenue of £85 million.
- Communicated insights and strategies through diagrams, 3D visualisations, and compelling storytelling, resulting in a 20% decrease in decision-making time.

### EIDC

Muscat, Oman

Architect

Aug 2019 - Dec 2019

- Interpreted emerging trends in hospitality and retail sectors to develop innovative product concepts; effectively presented to stakeholders, securing project approval within 3 weeks.
- Monitored KPIs for 5 projects collectively valued at £2 billion, and generated reports on project progress, highlighting key insights and areas of improvement, resulting in a 10% increase in client satisfaction rate.
- Facilitated weekly review meetings with cross-functional teams to align design goals and ensure seamless execution.
- Notable projects include Dusit Hotel, LULU Mall, The Souq, Hotel Citadine

### HR Lines

Hyderabad, India

Senior Architect

Jul 2014 - Jul 2017

- Implemented research plans to gather insights on diverse users' needs for 6 high-end residential projects, and translated them into actionable design recommendations, decreasing project approval time by 33%.
- Optimised the design-to-execution workflow, collaborating with cross-functional teams to analyse inefficiencies and identify areas for improvement, decreasing project delays by 15%.
- Organised a weekly meet-up initiative for budding architects to facilitate knowledge-building opportunities.
- Mentored 7 interns and 3 junior architects, resulting in a 90% increase in overall productivity.

## EDUCATION

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### Royal College of Art

London, United Kingdom

MA in Service Design

Graduation Date: September 2023

### Institute for Advanced Architecture of Catalonia

Barcelona, Spain

Master of Architecture, X-Urban

Graduation Date: July 2018

### B.M.S College of Engineering

Bengaluru, India

Bachelor of Architecture

Graduation Date: May 2014

## PROJECT EXPERIENCE

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### UN-Habitat – People-Centred Smart Cities

London, United Kingdom

Research Lead

Oct 2022 - Mar 2023

- Devised strategies to enhance collaboration between public and private sectors, resulting in a 20% increase in collaboration and knowledge sharing to improve public participation in London boroughs.
- Formulated and implemented a research plan, preparing detailed questionnaires, and a data documentation template, resulting in a 20% increase in overall project understanding and alignment.
- Participated in 3 council assemblies, actively engaging with key stakeholders and end-users to conduct in-depth interviews to identify gaps in the public participation journey.
- Leveraged storyboarding, journey mapping, and personas to communicate research findings to partners, resulting in a 30% increase in partner engagement.
- Conducted extensive user testing and collaborated with colleagues to analyse user feedback data to inform product improvements that resulted in a 25% increase in engagement levels.
- Presented the project at COP28, as part of the ‘Prototypes for Humanity exhibition’, gaining recognition and visibility from influential stakeholders in the public sector.

## VOLUNTEERING EXPERIENCE

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### The Community Revolution CIC

Remote, United Kingdom

User Researcher

Nov 2023 – Present

- Analysed and synthesised findings from secondary research and stakeholder analysis to formulate research plans and develop in-depth questionnaires, to support the organisation’s mission to implement clean energy initiatives in Ghana.
- Collaborating with a team of researchers to formulate a research plan to improve digital literacy skills among women and children in Kenya.

### Falklands War Museum

Remote, United Kingdom

User Researcher

Nov 2023 - Present

- Conducting secondary research and diary studies to define project requirements for a virtual war museum

## ADDITIONAL INFORMATION

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**Key Skills:** User-Centred Strategy, Spatial Planning, Research, In-depth Interviews, Workshop Facilitation, Analysing and Synthesising, Communication, Collaboration, Time Management, Problem Solving

**Technical Capabilities:** In Design, Photoshop, Figma, Miro, MS Office (pWE Keynote)

**Certifications:** Foundations in Design Thinking, IDEO, 2021

**Languages:** English, Hindi, Telugu