

Chandhana Rao Lingampally

Design Researcher · Mixed-Methods · AI-Augmented Insight Strategy
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Design researcher and insights strategist with five years of experience leading mixed-methods research across consumer behavior, AI futures, and cultural strategy. My work has shaped institutional decisions, contributed to reports published in national media, and been cited in USA Today. I build and run AI-augmented research infrastructure — including multi-agent workflows in active production. Looking to work with a team where the questions are complex, the stakes are real, and the findings shape the product.

SKILLS

- Mixed-Methods Research (Usability Testing, Interviews, Ethnography, Surveys, Scenario Modeling, Futurecasting)
- Affinity Mapping, Insight Translation & Journey Mapping
- Persona Development & Attitudinal Segmentation
- Data Analysis & Statistical Validity Testing (Qualtrics, Excel, n=1,400+)
- Human-AI Interaction, Multi Agent AI Workflows
- Research Storytelling, Operations & Process Design
- Stakeholder Management, Executive presentations and Cross-Functional Team Leadership
- Publication & Brief Writing

WORK EXPERIENCE

SCADask Design Researcher (full-time staff)

Jan. 2025 – Present

Savannah College of Art and Design

Savannah, GA

- Architected four 2040 futures for the [American Dream Report](#) (Winter 2026) via scenario modeling and futurecasting; findings were [cited in USA Today](#) (March 2026), reaching 5M+ readers. Report won Platinum, Hermes Creative Awards 2026 and Silver, MUSE Creative Awards 2026 (Publication – Research/White Paper).
- Delivered a mixed methods research study on tokenization and blockchain modernization of government-owned real estate for a client; after cross team transitions, findings directly contributed to 3 new institutional partnerships.
- Deploy multi-agent AI workflows for parallel synthesis, design, and documentation — reducing cycle time and enabling real-time iteration across 8+ concurrent studies, including active projects for Fortune 500 clients.
- Maintain and scale an [Excel-based affinitization system](#), ensuring traceability and reporting consistency across teams.
- Lead and mentor 20 graduate students through end-to-end research execution, while collaborating with academic services and senior administration to align research outputs with institutional strategy.

SCADask Research Assistant (graduate role)

Nov. 2023 – Nov. 2025

Savannah College of Art and Design

Savannah, GA

- Designed and rolled out a structured Excel-based synthesis and tracking system adopted organization-wide across SCADask teams.
- Executed 12+ mixed-methods research studies across digital behavior, AI adoption, and culture - including consumer insight engagement for [Refinery29's Next in Beauty](#), [Future of Luxury Experiences](#).
- Analyzed n=1,400+ survey datasets via Qualtrics and Excel with statistical validity testing before every stakeholder delivery.
- Coordinated information flow across students, faculty, researchers, and senior administrators; produced trend reports and insight briefs for institutional leadership and publication.

Design Lead & Project Lead

Mar. 2024 – Nov. 2024

SCADpro - The Coca-Cola Company & CBS Sports

Savannah, GA

- Directed cross-functional teams of 20 & 24 across multiple disciplines, managed schedules, deadlines, and deliverables from kickoff to completion.
- Designed outreach and behavior-change intervention frameworks using ethnographic research, surveys, and focus groups.
- Translated qualitative and quantitative insights into actionable plans, archetypes, service blueprints, and stakeholder reports.
- Managed sensitive stakeholder communication with executives and external partners throughout both engagements.

Design Lead

July 2020 – May 2023

Ameya Design Pvt.Ltd

Hyderabad, India

- Secured \$3M+ in project funding through evidence-based proposals, via high-fidelity prototypes built on UX research and spatial needs assessment.
- Managed 30+ simultaneous projects across healthcare, commercial, and residential environments, identified operational and experiential gaps through on-site observations.
- Maintained multi-vendor, multi-stakeholder coordination across complex client environments while upholding client confidentiality.

CERTIFICATIONS & RECOGNITION

- Platinum, Hermes Creative Awards 2026 & Silver, MUSE Creative Awards 2026 — The Future of the American Dream (Publication – Research/White Paper) — Cited in USA Today, March 2026
- Recurring contributor, SCAD AI Summit (2024, 2025 & 2026)- alongside industry leaders from Netflix, Figma, ServiceNow & Google
- McKinsey Forward Program • In Progress, 2026
- Design Research & Insight Translation™ (Lextant Certified) • Jan. 2024

EDUCATION

Master of Fine Arts in Design Management

Savannah College of Art and Design

June 2023 – Nov. 2025

Savannah, GA

Bachelor of Design in Interior Design

Jawaharlal Nehru Architecture and Fine Arts University

Sept. 2016 – June 2020

Hyderabad, India