

CHANDHANA RAO LINGAMPALLY

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PROFESSIONAL EXPERIENCE

SCADask (SCAD's Applied Research Unit) — Savannah, GA | Nov. 2023 – Present

Insights & Strategy Manager (July 2026 – Present)

- Continuing to restructure studio-wide research operations across 3 client studies and internal projects, standardizing hiring, performance reviews, and reporting to scale capacity as the studio expands into new service lines.
- Rebuilding the studio's tracking systems, including a shared template library and project dashboard, with a Senior UX Design Consultant currently at Google, targeting a 33%+ reduction in delivery timelines.

Design Researcher (Jan. 2026 – June 2026)

- Featured in USA Today across two national features, presenting the American Dream Report's findings on how shifting economic stability goals reshape hiring strategies and financial product design.
- Directed a 12-market global study on Gen Z and Gen Alpha ad behavior across TV and mobile apps, translating quantitative findings into media and layout recommendations for leadership.
- Cultivated cross-functional partnerships by overseeing a 10-member research team in close collaboration with 14 designers and writers, establishing handoff processes that saved 3 weeks per project cycle.
- Built an AI-augmented synthesis workflow, using verbatim transcript extraction with bracketed context and relational clustering, that cut synthesis time from 5 days to 1.5 and accelerated leadership decisions.

Graduate Research Assistant (Nov. 2023 – Nov. 2025)

- Spearheaded research and scenario modeling for the American Dream Report, interviewing national experts to map four 2040 futures, finding 98% of Gen Z identify housing as their primary barrier to stability.
- Guided a research team in developing a strategy report for a Big Four consultancy's internal futurecasting team on real estate tokenization, mapping regulatory readiness across U.S. states and recommending priority technology and institutional partners (e.g., Propy, Securitize) to sequence investment with upcoming milestones.
- Ran statistical validity checks on 1,400+ participant datasets using Qualtrics and Excel. Presented luxury consumer trend insights to brands including Refinery29.

SCADpro x The Coca-Cola Company & CBS Sports — Savannah, GA | Mar. 2024 – Nov. 2024

Design Lead & Project Lead

- Headed foundational research and a 24-member team for Coca-Cola to build 4 customer profiles and a store service blueprint; used data uncovering why 43% of shoppers missed the café and 75% missed digital options to win executive approval for an app redesign and digital kiosks that speed up checkout lines and drive sign-ups.
- Steered a 20-member team for CBS Sports, presenting network executives a workplace strategy that turned data into 3 design plans for their NYC headquarters, mapping office zones to corporate goals and staff routines to bring employees and clients back post-COVID.

Ameya Design Pvt. Ltd — Hyderabad | July 2020 – May 2023

Design Strategist (Spatial Design & Research)

- Won \$3M+ in client project budgets by presenting final floor plans backed by on-site field observations of 80+ users and spatial layout analysis, using direct customer-behavior data to get corporate partners to sign off on design concepts and release construction funding.

SKILLS & STRATEGIC FRAMEWORKS

Research Strategy & Foresight: Strategic Futurecasting, Mixed-Methods Research, MaxDiff Trade-off Analysis, Trend Synthesis, Archetype Development & Attitudinal Segmentation.

AI-Augmented Research Operations: Prompt Engineering, Multi-Agent Workflow Design, Human-in-the-Loop Validation, Research Program Management, Hiring Pipeline Design.

Executive & Team Leadership: Stakeholder Influence & Buy-In, Cross-Team Research Program Delivery, Team Mentorship.

Tools: Qualtrics, Dovetail, Power BI, Figma, Miro, Jira, UserTesting, Excel (Statistical Validity Testing).

EDUCATION, HONORS & ACCREDITATIONS

Master of Fine Arts (MFA) in Design Management | Savannah College of Art and Design (2023-2025)

Bachelor of Design (B.Des) in Interior Design | JNAFAU, India (2016-2020)

Keynote Engagements & Accreditations:

Panelist, SCAD AI Summit (2024–2026) alongside industry leads from Google, Netflix, and Canva.

Design Research & Insight Translation (Lextant Certified).

Hermes Platinum, Titan Silver, and MUSE Silver International Design Awards for The American Dream Report.