

Yash A. Bhagat

Design Researcher | Systems Design | Service Design | HCI

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RESEARCH FOCUS

Tacit knowledge externalization in institutional-scale digital systems. Specifically: how service design methods can inform the redesign of Digital Product Passport (DPP) data capture systems to bridge the tacit-to-explicit knowledge gap between manufacturers populating passport data and end-of-life stakeholders consuming it. Grounded in Nonaka & Takeuchi's SECI framework and validated through research-through-design methodology.

EDUCATION

Indian Institute of Technology Hyderabad

July 2023 - July 2025

M.Des, Product Design | CGPA: 8.73

Thesis : Developed M3, a multi-modal knowledge elicitation pipeline for surfacing tacit practitioner knowledge. Combines behavioural observation, stimulated recall, and allegory-driven reflection to overcome limitations of structured elicitation tools. Grounded in Nonaka & Takeuchi's SECI externalization framework. Tested with design practitioners; demonstrated superior knowledge capture versus conventional interview methods.

Sir J.J. Institute of applied Art, BFA - Mumbai University

July 2018 - July 2022

BFA, Computer Graphics | CGPA: 6.4

PUBLICATIONS

[Accepted] "Bridging Tacit Gaps in User Research: Allegory-Driven Elicitation and AI-Assisted Decoding"

ICoRD 2027 (International Conference on Research into Design) | IISc Bangalore | Springer Proceedings

Presents the M3 method's allegory-driven elicitation component with AI-supervised analysis pipeline. Reviewer noted: "*meaningfully new...high-leverage contribution for HCI/design research practice.*"

[Published] "Mixed Reality Companions for Navigation Support - Systematic Literature Review"

ICWIHI 2025 | Springer (AISC series) | First Author

Systematic review of MR companion systems for navigation; identified interaction patterns, cognitive load dynamics, and design gaps.

RESEARCH EXPERIENCE

Tata Consultancy Services

Pune, Maharashtra

Service Design & Research Intern (TRDDC)

Mar 2025 – Sep 2025

- Conducted primary research on tacit knowledge extraction and transfer in enterprise workplace contexts (organizational learning + service design)
- Methods: semi-structured interviews with designers/practitioners, thematic coding, synthesis, secondary research
- Produced structured framework for improving knowledge capture in design/research workflows; translated findings into service design recommendations
- Facilitated 3 structured workshops (2 design sprints + 1 concept evaluation) with 8-9 stakeholders per session; synthesized outcomes into actionable directions

Research Projects at IIT Hyderabad

1. **Ergonomic Researcher & Product Designer** | IIT Hyderabad & Suzuki Innovation Center (Oct-Nov 2023): Conducted ergonomic evaluation and task analysis for rice transplanter operation; recommended design changes for improved usability and operator comfort.

2. **Researcher & Product Designer** | Additive Manufacturing Dept., IIT Hyderabad (Nov 2023 - Apr 2024): Developed high-performance Fused Filament TPMS structures for military applications, optimizing material properties and structural efficiency.
 3. **Product Designer** | Medical Innovation Dept., IIT Hyderabad (Sep 2023 - Jan 2024): Designed and engineered a massage actuator bandage for treating elephantiasis through iterative prototyping.
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ADDITIONAL EXPERIENCE

1. **Zuve Jewelry - Design Generalist (3D + UI/UX)** Oct 2024 - Dec 2025
3D visualization, UI/UX execution, information architecture for product features in Figma.
 2. **Endoenergy Systems - Product & UI/UX Design Intern** Jul 2024 - Oct 2024
UI/UX design and early-stage concept development for elderly-assist exoskeleton.
 3. **Space Essence Design Studio - Graphic Designer** Jun 2021 - May 2023
Led graphic design deliverables across client projects; mentored junior designers.
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RESEARCH METHODS & SKILLS

Research Methods: Semi-structured interviews, thematic analysis, systematic literature review (SLR), research-through-design, contextual inquiry, workshop facilitation, service blueprinting, journey mapping, survey design, usability testing, ergonomic evaluation

Design & Prototyping: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Blender, Maya, 3ds Max, ZBrush, Unreal Engine (basic), Miro, FigJam

Domains: Knowledge management systems, service design, HCI, mixed reality interaction, product-service systems, circular economy design **Languages:** English (fluent), Hindi (native), Marathi (native)

LEADERSHIP & ACTIVITIES

Branding Lead, AYAAM Annual Fest (IIT Hyderabad) | Community relief leadership (Covid ration drive) | Environmental conservation volunteer (river-cleaning expedition)