

PALAK JAIN

Email: palakjain0402@gmail.com | LinkedIn: [Palak Jain](#) | Mumbai, India

I am a strategist, researcher, and behavioral scientist with a penchant for going uncomfortably deep into unfamiliar domains. I've helped Fortune 20 companies innovate with AI to get where they want to go and translate choice architecture into strategies and products that actually get used. I'm looking for a role at the intersection of strategy and experience design where I can bring behavioral depth to the products people interact with every day.

WORK EXPERIENCE

Senior Strategist | Board of Innovation, New York

Jan'25 – Jan'26

Walmart Autonomous Innovation

- Led the human centered design strategy for the trend-to-product engine, compressing a 31-week fashion design pipeline to 2 clicks by automating trend identification, silhouette generation, and tech pack production for garments.
- Defined product vision and UX for an AI-powered design tool, collaborating with Walmart's design team to map existing workflows, identify pain points, and design a moodboard-native interface that preserved human creative control over final design selection.
- Curated and structured training data to teach the model the brand's identity, working cross-functionally with engineering to ensure the model produced commercially viable, on-brand outputs at scale, generating 100 new silhouettes per session for designer review.

Walmart Medicaid support app

- Led UX research strategy for "Food As Medicine" app designed to convert Medicaid patients with chronic conditions (diabetes, obesity, hypertension) into healthier in-store shoppers, by linking the digital product's goals to grocery revenue growth.
- Defined core feature priorities and validated user desirability through 1:1 interviews and co-creation sessions with medicaid patients, identifying which features would drive behavior change while building the trust required for voluntary medical data sharing.
- Shaped the product's foundational design principles from discovery through prototype, ensuring the app balanced Walmart's commercial objectives with genuine health outcomes for an underserved population.

Design Researcher | Board of Innovation, New York

Oct' 22 – Jan'25

Nestle Strategic Foresighting

- Supported the design of a net-new strategic foresighting capability at Nestlé USA, integrating 3 previously siloed teams, tools, and processes into a unified operating model impacting 7 teams across the organization.
- The core purpose of this new capability was to support foresighting of consumer needs for Nestlé and create one governing and reporting structure so that these insights could actually be used.
- Developed the capability's foundational vision and mission and created a communications deck to drive internal adoption.

Kimberly Clark

- Led consumer research workstream across a full-cycle innovation sprint for KC to explore how to innovate in period-care adjacent spaces which would lead to revenue expansion.
- Designed and executed 15 in-depth interviews and diary studies with 20 consumers over 3 weeks to surface insights that grounded opportunity identification.
- Collaborated cross-functionally across market research, competitor analysis, consumer co-creation, and concept validation to deliver 6 opportunity spaces and 16 actionable concepts supporting KC's expansion into adjacent femcare categories.

Worley

- Identified and mapped 5 revenue models across short, medium, and long-term horizons to build the business case for Worley entering the plastics traceability market, projected to reach \$115M by 2030.
- Validated customer desirability and commercial viability through in-depth interviews with 7 industry experts and Worley clients, delivering a clear go/no-go recommendation on whether to bring a traceability solution to market.

Product Researcher | Workverse, Mumbai (Previously: X Billion Skills Lab)

Apr'19 – Jan'20

- Led product research using ethnographic studies with 10+ focus groups to build user personas and map user needs. The product is used by 7000+ learners currently
- Communicated with senior stakeholders and investors to align product vision and draw investments.

EDUCATION

Master of Behavioral and Decision Sciences | University of Pennsylvania

GPA: 3.80/4

Courses: Experimental Methods, R and Data Analysis, Systems & Design Thinking

Aug'21 – Aug'22

Bachelor of Arts | Mumbai University

GPA: 3.88/4

Courses: Social Psychology, Industrial Psychology, Microeconomics and Statistics

Jun'16 – Apr'19