

# Deepak Mallya

I am a **full-stack designer**, with **7 years experience** designing disruptive physical and digital products that help solve complex global challenges and explore new ways of interacting with technology. I thrive in multidisciplinary environments to **translate diverse stakeholder needs into demonstrable new opportunities**.

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## Work Experience

### Co-founder • The Tyre Collective

Jan 2020 – present, London

Invented patent-pending technology that captures tyre wear, the 2<sup>nd</sup> largest microplastic pollutant in the world. Collaborated with experts from different streams of engineering to turn concept to reality.

Led customer discovery, and designed market strategy to demonstrate value to stakeholders. Received over 200K grant funding from InnovateUK, support from formula E, Volvo Group and CEVT and TFL

### Founding Designer • Treemouse

Oct 2016 – present, New Delhi

Led projects in digital transformation and product adoption that helped clients significantly grow their business and improve customer relationships. Demonstrated the value to clients in rigorous design and research led strategy. Helped build the Treemouse team, culture and client base.

### Senior Interaction Designer • Honeywell

Apr 2015 – Oct 2016, Bangalore

Led the design effort to move large scale home security and safety solutions for the United States market to the cloud. Conducted research and workshops with home security solutions providers, involving PMs and marketing.

Converted insights to rapidly prototyped and tested designs and worked with engineering teams to implement solutions.

### UX Design Consultant • SAP Labs

July 2013 – July 2014, Bangalore

Worked with the CTO's Design and New Applications Group on disruptive projects for SAP HANA in retail supply chain and healthcare. Conducted in-depth stakeholder research, and demonstrated business value and social value of realtime data analytics to customers.

## Education

### MA/MSc Innovation Design Engineering (Distinction)

2018 – 2020

Royal College of Art,  
Imperial College London

### Product & Interface Design (3.65/4 GPA)

2008 – 2012

Srishti School of Art Design  
and Technology

## Skills

### Sense-making

My strength lies in identifying opportunities in ambiguity. I deep-dive into the subject by being resourceful, talking to experts and learning the constraints quickly.

By working with interdisciplinary teams, I conduct exploratory research and validate early ideas through rapid experimentation.

### Design & Communication

Fluent in Figma, Sketch, Principle, Adobe CC and other design tools for wireframing, mockups and workflows.

I ideate by sketching, writing, paper prototyping, video, animation, 3D modeling, rendering & printing and other tools that get my hands dirty. I am always learning new tools to communicate compelling ideas.

### Mechatronics

I tinker with HTML, CSS, JS, Raspberry Pi, Arduino, Processing and machine learning frameworks like Tensorflow, Google AIY, Coral and Python to demonstrate POCs.

## Selected Awards

Project: The Tyre Collective

**James Dyson Design Award**  
(UK Winner, international runner up)

**Mayor of London's Entrepreneur**  
(Environment Winner 20K GBP)

**FastCo. Innovation By Design Award**  
(Finalist)

**Imperial Venture Catalyst Challenge**  
(Moonshot prize 10K GBP)

**EIT Climate Launchpad**  
(UK Finalist)

**Core77 Design Awards**  
(Interaction Runner up)

Project: Aicatcher—Intelligent  
Camera Trap for conservationists

**FastCo. World Changing Ideas**  
(Finalist and Honouree)

**Core77 Design Awards**  
(Interaction Runner up)

## Selected Recognition

[The Guardian](#)  
[Forbes—Editor's pick](#)  
[The Times](#)  
[Reuters](#)  
[Dezeen](#)  
[The Evening Standard](#)  
[Euro News](#)  
[Hackaday](#)  
[Sky News](#)

Dutch Design Week 2020  
British Airways: Future of Flight,  
Saatchi Gallery  
Imperial Lates: Future Commuter  
Consumer Electronic Show