

Tarun Durga

Fractional Chief Design Officer Design & Systems Thinking, Scenario Planning

I bring design thinking to management consulting - solving the big and messy problems of the 21st Century across marketing and branding, digital transformation and customer experience. I have spent 22+ years leading and delivering innovations across sectors and geographies.

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EDUCATION

Master of Arts

Applied Imagination & Design Thinking at
Central St. Martins, London, 2010-2011

Certified Design Thinking Coach

SAP AppHaus, 2021

AREAS OF EXPERTISE

Design Thinking
CX Design
Transformation Roadmaps
Innovation Management
Insights Mining
Business Design
Brand Strategy
Campaign Strategy
GTM Strategy
Value Proposition Design
Scenario Planning
Process Improvement
Change Management
Sustainability
Design Centre of Excellence
Multi-Sector XP

WORK EXPERIENCE

Founder & Chief Consultant

ClearSky· December 2020 - Present

I serve as a key advisor and lead design thinker to Indian and international clients for value proposition design, customer experience mapping, and transformation road mapping.

- Enabled **Loreal** R&D team to co-create hair colour concepts with actual users and introduce 4 new shades for the Indian market
- Led design thinking interventions for **Aditya Birla Finance Limited** to reimagine customer experience & launch an end to end digital lending product & platform
- Enabled **Misters.in** to re-segment the Indian market for male vitality nutraceuticals

Digital Transformation Lead

Extentia Information Technologies January 2021 - Present

I bridge the gap between business, technology and design to enable successful digital transformations for domestic and international clients

- Enabled **NTT Data's** SAP Migration Team reimagine their process and potentially reduce the implementation time by 60%
- Enabled **OMYA**, global agri-chem player, to identify process improvement opportunities for their global Salesforce implementation
- Key advisor to **GCOM** for development of innovation culture across the org
- Creation of green hybrid customer journeys for one of India's largest EV brands

Brand Strategist

Design Stack· August 2020 - Present

I bring design thinking approaches to brand strategy projects across sectors. Worked on 30+ brand transformations - BFSI, Real Estate, Luxury Retail.

- Developed brand strategy for AEPS by **NPCI** - transforming it from a rural financial inclusion solution to India's largest biometric based payments platform
- Developed brand strategy for natural home cleaners by **Organica Biotech** enabling exponential awareness in the growing organic products market
- Launched RARE - a new brand of solitaire diamond jewellery for **HK Jewellers**
- Developed the brand strategy for **FANGO**, India's first detergent product formulated for factory workers
- Designed the Indian Art Experience with Brand Strategy & Curation Design for **Bangalore International Airport**

Associate Director

Deloitte India· June 2015 - July 2020

Strategic design leader for innovation projects across management consulting & digital transformation

- Led the envisioning, communications & marketing launch of **India Post Payments Bank** - transforming 155000 post offices into banks
- Digital Transformation Roadmapping for **Hindalco** aligning leadership with the unique needs of 8 factory units across India
- Sustainability advisor to **OLAM, Singapore** for monetizing green assets across 7 countries
- User Experience Lead for Sri-Lanka's first payments bank by **Dialog Mobile**

Founder & Chief Creative Officer

Buzzinga Digital· February 2012 - May 2015

Founded a full service digital agency for innovations, media planning, interventions and activations. Won FICCI awards for digital marketing in 2014 and 2015. Key clients included a social media brand transformation for **ORRA Diamonds** with 85% increase in engagement, key marketing campaigns for **Mirinda** and **Berger Paints**.

PAST EXPERIENCE SNAPSHOT

- Strategy Head for the launch of **Tata Tea Jaago-Re** Digital Campaign in 2011-12
- Creative Director - **Zapak.com** - 2006-2009
- Chief Innovations Manager - **MediaNet, Times of India**, 2004-2005
- Creative Director - **Contests2Win**, 2002-2004