

Gayathri Gopi

Product Marketing

Customer Insights · Positioning & Messaging · Experience Design · Creative Execution

PROFESSIONAL SUMMARY

Research-led professional across financial services, retail and enterprise technology. Translate customer research into product positioning, B2B value propositions and messaging. Experienced in cross-functional collaboration and remote/hybrid client delivery.

Selected achievements: Led research and prototyping for Feelit, a Braille phone-case concept that earned Overall Champion and Health & Social Impact awards at Hong Kong Techathon 2021; part of a team awarded USD 3,800 in PolyU InnoHub funding for a separate lifestyle-product proof of concept; graduated Cum Laude from TU Delft, MSc Strategic Product Design.

CONTACT

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SKILLS

Research & customer insight: Customer discovery · Customer and stakeholder interviews · Qualitative and mixed-method research · Voice of the Customer (customer research) · Behavioural research · Survey design and analysis · Market and competitor analysis · Customer segmentation · Research synthesis

Product positioning & messaging: Product positioning · B2B value propositions · Differentiation · Customer value drivers · Positioning and messaging · Messaging experiment design · Communicating complex offerings · Evidence-led storytelling

Product & service strategy: Strategic problem reframing · Market opportunities · Concept development and evaluation · Experiment design · Product roadmapping · Prioritisation · Customer journey mapping · Service blueprinting · User onboarding

Collaboration & communication: Stakeholder facilitation · Cross-functional alignment · Strategic recommendations · Research presentations · AI-assisted research and synthesis with human review

TOOLS

Qualtrics · SPSS · Notion · Notion AI · Zapier · Claude · GPT · Figma · FigJam · Miro · Adobe XD · Solidworks · Keyshot · Monday.com · Adobe Illustrator · Photoshop · InDesign · After Effects · Shopify

EXPERIENCE

UX & Brand Consultant | B2B Product Positioning & Messaging

Independent Consultant · Netherlands & Hong Kong · Remote/Hybrid | Dec 2025 – Present

- Delivered B2B product positioning, messaging and information architecture for remote/hybrid client projects, including a Netherlands-based technology startup. Independently led discovery and delivery while aligning client stakeholders.

Qualitative Research Assistant | Behavioural Insights & Message Testing

TU Delft Climate Action Programme · Delft · Contract | Nov 2025 – Dec 2025

- Contributed regression-backed behavioural insights from 675 participant responses across clothing, food and transport to TU Delft Climate Action, informing designers, marketers and policy-makers on intervention opportunities.
- Used Notion AI for translation and first-pass coding while retaining deeper qualitative analysis. Designed a 3-condition messaging experiment to test framing assumptions; drafted Method and Results sections for 3 studies.

Strategic Design Researcher | Product Discovery & Adoption Strategy

RAI Amsterdam · TU Delft · Master's thesis | Feb 2025 – Aug 2025

- Reframed staff non-compliance as workflow, access and ownership barriers through research across 3 kitchens and 5 staff profiles. Live testing challenged the assumption that visible prompts alone enabled action.
- Collaborated with frontline chefs, the Executive Chef and Compliance Officer to refine BaseCode's roadmap and behavioural dashboard. Balanced production urgency with compliance, defining a pathway from roughly 40% practice toward an 80% target. Thesis: 9/10.

Service Designer | Service Strategy & Stakeholder Alignment

TU Delft Library · New Media Centre · Delft · Contract | Nov 2024 – Mar 2025

- Co-led service definition with approximately 8 Library/New Media Centre stakeholders. Research and walkthroughs revealed ownership, liability and handover gaps; translated fragmented borrowing processes into a service blueprint and shared priorities.
- Prioritised pickup, returns and inspection before wider promotion, balancing demand with operational readiness. Distinguished near-term fixes from longer-term booking and inventory investments.

Experience Designer, UX Team | Product Insights & Customer Messaging

Lane Crawford · Hong Kong | Feb 2022 – Jul 2023

- Within Lane Crawford's UX team, diagnosed AI recommendation issues across 4 business units, linking customer relevance to taxonomy, matching and ranking. Findings informed Beta Labs engineering changes in 4 areas.
- Aligned Content, Technology, Business/Legal and Customer Care through a specification covering 10 order-fulfilment communication changes across payment, cancellation and customer messaging.
- Balanced customer clarity with privacy, CRM and operations across 5 consent surfaces and account deletion. Benchmarked 9 deletion approaches; reviewed implemented builds and supported UAT.

Junior Integrated Designer | Product Content & Communications

Grayling · Client Huawei · Hong Kong | Jun 2021 – Feb 2022

- Collaborated with Hong Kong/UK PR and social teams and a motion designer to create 5 Huawei Watch 3 how-to videos that explained product features.

Experience Design Intern, CX Team | Customer Onboarding & Journey Design

Sun Life Hong Kong · Hong Kong | Jan 2021 – Jun 2021

- Within Sun Life's CX team, linked call-centre demand to upstream self-service friction and contributed to 12 recommendations across 3 time horizons. Specified expected behaviours for developer SIT/UAT review.
- Developed practical onboarding welcome-letter concepts balancing customer clarity, required policy wording, cooling-off dates, black-and-white production and cost.

Independent Design Consultant / Brand & Experience Designer | Brand Communications & E-commerce

Hong Kong, China & Japan · Remote/Hybrid | Sep 2017 – Sep 2020

- Launched NUDESIGN's Shopify store as an additional revenue channel; emphasised a lightweight umbrella's differentiator at point of sale, contributing to upselling.
- Coordinated Gazebo packaging at a 300,000-unit scale, from concept through print production and quality control; created retail and trade-show communications.
- Designed communications for 10 client businesses, including 7 brand identities and contributions to 3 website/e-commerce builds.
- Extended Powder Art and Lots of Powder brand identities across websites, signage, retail environments and merchandise.

EDUCATION & CREDENTIALS

MSc Strategic Product Design | TU Delft | 2023–2025 · Cum Laude · GPA 8.2/10 · Honours Programme · Thesis 9/10

BA (Hons) Product Design | Hong Kong Polytechnic University | 2016–2020 · Outstanding Student Award · GPA 3.5/4 · Merit Scholarship

SELECTED PRODUCT POSITIONING PROJECTS (ACADEMIC)

TU Delft MSc team projects | 2023–2025

- Barco: With a TU Delft team, used GVB and Port of Rotterdam research to reframe display technology as incident coordination. The team's B2B proposition and 4-horizon roadmap gained stakeholder confirmation of problem relevance; validation highlighted integration, cybersecurity and budget barriers while preserving operator judgement.
- Laerdal Medical: Helped the team reframe individual CPR training as workplace preparedness and select construction as the initial B2B market. Proposed recurring training, simulation and recertification; the roadmap explored partnerships and subscription opportunities.
- ANWB Energie: With a TU Delft team, helped reposition complex tariffs around trust, simplicity and time following choice-overload research. Linked messaging to retail and digital acquisition in a 4-month relaunch proposal retained by the client for consideration.

COMMUNITY LEADERSHIP & PRO BONO

Librae Network: Events Manager | Aug 2025 – Jan 2026

Helped deliver a women-in-STEM mentorship programme for 30+ mentees and a 100+ attendee networking dinner.

CreativeMornings Hong Kong: Volunteer, Media & Communications | 2020–2021

Supported social media, email communications and live events, connecting discovery, registration and participation.

BeTheChangeHK: Pro Bono Brand Identity Designer | 2017

Designed an identity still used to communicate with donors, volunteers and the wider community.