



Relevant



Aspirational



Holistic



Rigorous



Actionable



Visual



lextant

Certificate of Completion

Design Research & Insight Translation™

THIS CERTIFICATE IS AWARDED TO:

Shivani Rajivbhai Patel

For demonstrating the six key principles: relevant, aspirational, holistic, rigorous, actionable and visual. These principles guide their thinking and are exemplified in their work to define value in order to create meaningful experiences.

Lextant Certification

06/07/2021

MARTY GAGE: VP, DESIGN RESEARCH

SPENCER MURRELL: VP, INSIGHT TRANSLATION