



**Relevant**



**Aspirational**



**Holistic**



**Rigorous**



**Actionable**



**Visual**



**lextant:**

# Certificate of Completion

Design Research & Insight Translation™

THIS CERTIFICATE IS AWARDED TO:

**Priyanka Crunal Kalaria**

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**

06/07/2022

MARTY GAGE: VP, DESIGN RESEARCH

SPENCER MURRELL: VP, INSIGHT TRANSLATION