

Shivani Gowaikar

Service Designer, Strategist and a recent MA Service Design graduate from Royal College of Art (Ranked No. 1 globally for design), with **3+ years** of experience in design strategy, research and product design. Skilled at creating impactful services utilizing **user-centric design, UX design and visual design**, working with independent agencies and start-ups.

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EXPERIENCE

108Ai - User Experience Designer

London, UK | Sept 2024 – Present

- Shipped multiple end-to-end service design solutions, including a **Client Dashboard** and **Co-Pilot AI** feature, enhancing user engagement.
- Established a design system across platforms, reducing design-to-development time by **20%**, enabling more efficient cross-functional collaboration with engineering and product teams.
- Developed **10+ journey maps** and service blueprints to streamline user experiences across touchpoints, increasing feature adoption by **25%**

STAGE- Service Designer | Academic Partnership

London, UK | March 2024 – Aug 2024

Final master's project at RCA, partnering with data experts, NGOs and women leaders.

- Led **user research** with **100+ women** and **20+ experts** to uncover insights into gender gaps in tech, driving the design strategy of an AI-powered platform, STAGE.
- Mapped user journeys, pain points and competitor analysis to finalize the product features, **UI & UX design, user flows, brand visual design** for marketing.
- Conducted **co-creation workshops** in **cross-functional teams** with multiple stakeholders to iterate on **UX and AI** features and finalize the business strategy.

LevelUP ESG - Service Designer

London, UK | March 2024 – May 2024

- Redesigned **information architecture** to streamline navigation, reducing user task completion time by **30%** and enhancing engagement for an ESG Start-up.

Stampede International - Service Designer | Academic Partnership

London/Costa Rica | Oct 2023 – Feb 2024

- Led stakeholder workshops with Costa Rica Tourism Board, British Airways, and Intrepid Travel, boosting partnership effectiveness by **40%** for sustainable tourism initiatives through aligned goals.
- Conducted primary research with **80+ users**, designing high-fidelity prototypes and service blueprints; used A/B testing to refine an educational app, increasing user adoption by **30%**.

Aukera Diamonds - Design Strategist

Bangalore, India | Aug 2022 – May 2023

- Defined and implemented the brand's end-to-end customer journey across physical and digital touchpoints, elevating **brand recognition by 55%** and contributing to a **\$3.2M Series A funding**.

Restore Design- Brand Designer & Design Strategist

Bangalore, India | Aug 2021 – May 2023

- Designed engaging customer experiences for **30+ brands** across digital and physical touchpoints, leveraging customer insights to improve experience by **45%** and boost brand recognition by **30%**

EDUCATION

Royal College of Art (No.1 University for Design)

MA Service Design

London, UK | Sept 2023- Aug 2024

MIT Institute of Design (First in Class)

B.Des Retail & Exhibition Design (GPA:8.33)

Pune, India | 2017- 2021

SKILLS & TOOLS

Skills: UX Design, Service Design, Business Strategy, User Journey Mapping, User Persona, Design Systems, Information Architecture, System Mapping, User Research, Interviews, Workshops, Usability Testing, A/B Testing, Competitive Analysis, Stakeholder Analysis, Prototyping, Wireframing, Graphic Design and Branding.

Tools: Figma, Adobe Creative Suite, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, 3ds Max, Lumion, SketchUp, Miro, Notion, Google Analytics, Qualtrics, Google Slides, MS PowerPoint, Procreate, Kumu, Excel.

NOTABLE PROJECTS & AWARDS

RCA x UNESCO: Grand Challenge 2023/24

London, UK | Oct 2023- Feb2024

Collaborated with a **cross-disciplinary team** for the Grand Challenge to promote sustainable living in Lewisham, using secondary research to create informational stickers showing water content for local produce.

Conducted **20+ user interviews** to refine the concept and deployed the stickers on produce, validating with **150+ users** and achieving **80% positive feedback** on usability and impact.

Terra Carta Sustainability Lab: FLYSAF

London, UK | Nov 2023- Feb 2024

Led the design of a service to promote SAF adoption in aviation as part of the Terra Carta Sustainability Initiative.

London Business School x BCGX Hackathon | Finalists

London, UK | Feb 2024

Finalists from 250 participants for developing a business model connecting retired skilled workers with the current workforce.