VAISHNAVI WALUNJ (MA Service Design)

+ Critical and strategic systems thinker, adept at gathering insights from data and research to drive strategic design
+ Resourceful, complex problem-solver, seasoned experience designer with background in service design

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EXPERIENCE

Modal, London — *Service Designer*

MAR 2024 - JUL 2024

- Service design project for Modal Systems Ltd designing and delivering new use cases for guests, guest-facing staff, and business users by leveraging AI voice assistant technology.

RCA Student Union, London — *Student Representative*

SEP 2023 - AUG 2024

- Liaised between students and faculty in the MA Service Design program.
- Organized meetings for student feedback, enhancing curriculum and experience.
- Advocated for student needs, addressing issues promptly.
- Developed initiatives for student engagement and community-building.
- Organized networking events, celebration events, exhibitions.

Elevance Health — *User Experience Designer*

JUL 2021- JUL 2023

- Part of team DIGITAL FOUNDRY (Design & Research incubator lab of Elevance) and TEAM 10X .
- Worked as UX strategist and UI designer on various projects ranging from customer facing product experience, Health records, Payment and Claim systems, Digital Health Services, Sydney Health.
- Formulated and conducted various workshops during projects, these workshops involved active participation of relevant stakeholders
- Developed digital product strategies and delivered user experience flows including comprehensive user research, personas, wireframe and prototype designs, and rigorous usertesting.
- Co-led rebranding project of Digital Foundry and established design principles, guidelines and style guides for the team.
- Designed strategy decks, guides, copy templates, and workflows aimed at enhancing efficiency for content teams, program managers, and business partners.

SKILLS

Research,workshops, service blueprint, prototyping business model canvas, market analysis, ideations, service flows, user flows, user experience, mockups, wireframes, storytelling, customer journey mapping, user testing,

Soft skills : project management, leadership, communication, pitch development, design thinking, product development, strategic direction, collaboration.

AWARDS

Best Digital Design (March 2024)
Sports England - Service Design Jam

HackLBS 2024 Winner
Hackathon *hosted by Entrepreneurship Club , London Business School.*

Impact Lead with Purpose and Heart (Sep 2021)
Elevance for excellence in project Exellarate

Impact Go Above Employee Award (Dec 2021)
Elevance for Claims & Payment Integrity project

Impact Partner to Win (July 2022)
Elevance for contribution to Team 10X

Impact Partner to Win (Oct 2022)
Elevance for Digital Foundry rebranding project

SELCO Foundation — *Business Design Intern*

Aug 2020 - Dec 2020

- Designed multifaceted strategy for micro-entrepreneurs to bring business sustainability with limited funds and greater value proposition.
- Incorporated various methodologies including market analysis, gap analysis, competitor mapping and analysis, value positioning, the Business Canvas model, customer journey mapping, and rigorous prototyping to drive the project.

Scouto (Acquired by Spinny) — *Designer*

Jun 2020 - Jan 2021

UpSchool EdTech Pvt Ltd — *Graphic Designer*

Jul 2019 - Dec 2019

PROJECTS

Hero's Society — *In partnership with Council of London Borough of Hounslow (2023-2024)*

Service Design project focused on leveraging leisure and designing new service propositions for leisure centers in the Royal borough of Hounslow.

River Song — *In partnership with Council of Royal Borough of Greenwich (2023-2024)*

Service and Product design project focusing on the challenge of a declined ecosystem in river Thames due to increased noise pollution.

Gather — *London Business School Hackathon (2024)*

Award winning project | Digital product and service for planning outings with friends and family.

NightScape — *In partnership with Havells (2021)*

Service and Product design project focusing on the integration of AI, ML with product for long term health benefits.

Conceptualised, designed, and prototyped an advanced sleep monitoring system which is based on three intelligent monitoring devices and a central cloud-based application

EDUCATION

Royal College of Art
MA Service Design

SEP 2023 - AUG 2024

MA Service Design Representative RCASU,
Service Design Studio lead,
School of Design student voice.

Srishti Manipal Institute of Art, Design and Technology
BDes Business, Services and System Design

JUL 2017 - AUG 2021

University Representative for year 2018-2019

LICENSES & CERTIFICATIONS

Designing with Flexibility & Efficiency in Mind
Skillsoft

UI/UX for Chatbot & Voice Interface AIs
Skillsoft

Design Thinking and Innovation
Harvard Business School

SOFTWARES

Atlas, Nvivo, Typeform, Google Analytics, Notion, Mural, Miro, FigJam, Figma, XD, Sketch, Marval, Maze, Balsamiq, Axure, Invision, Adobe suite (photoshop, illustrator, muse, after effects)

LANGUAGES

English, Hindi, Marathi, Sanskrit