

SNEHAVIDYASAGAR *she/her*

Service Designer | Design and User Researcher

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Empathetic UX Researcher and Service Designer with 2 years of experience driving data-driven, user-centered insights to shape impactful products and services. Skilled in foundational and iterative research methods, I specialize in uncovering deep behavioral insights and aligning them with business strategy to inform end-to-end user experiences.

EDUCATION

Masters in Service Design (MA)

Royal College of Art (Sep 2022 - Aug 2023)

Grade: Pass

Bachelors in Design (B.Des)

PES University, Bengaluru (2017- 2021)

Specialisation: Communication Design

CGPA: 8.74/10

WORK EXPERIENCE

Service Designer and Researcher (Feb 2024 - Mar 2025)

HM Land and Registry, Government of UK

- Working as the User Researcher for the VCAD-DRS project (Validating customer Application Data through the Digital Registration Service channel), targeting error handling and data validation to streamline automated property application processes.
- Conducted **moderated usability testing** with prototypes to evaluate user comprehension of error messages and validation statuses.
- Analyzed requisition data to identify recurring pain points and developed **user personas** and **company profiles** to inform strategic product decisions.
- Collaborated with cross-functional teams to align designs with user needs and project goals, presenting findings to stakeholders for strategic decision-making by creating a service blueprint

Service Designer and User Research Intern (August 2023 to December 2023)

Quicksand, Bengaluru, India

- Conducted field research with caregivers of children with autism to create user archetypes, facilitating a toolkit design that improved caregiver engagement across Delhi, Goa, Nepal, and Sri Lanka.
- Developed behavioral archetypes and journey maps, effectively fostering empathy across client teams and providing actionable insights that guided toolkit enhancements.
- Iteratively tested prototypes across South Asia and Nepal, ensuring cultural sensitivity and accessibility in the toolkit's development.
- Developed the design strategy deck for Black Baza Coffee Co- Authored a detailed research report, aligning actionable recommendations with client deliverables.

Graphic Designer (June 2021 to Aug 2022)

Curefit Healthcare Pvt Ltd, Bengaluru, India

- Leveraged user feedback to iterate on Curefit's Amazon storefront, resulting in a 15% increase in user engagement and sales and recognition as a top-5 designed webpage in its category
- Conducted **usability testing** and interviews for the **Sugar Fit Diabetes Reversal Program**, designing a platform to support type 2 diabetes management.
- Created **wireframes**, **prototypes**, and **journey maps**, improving accessibility and engagement by **15%**.

Communication Design & Project Management Intern (January 2021 to April 2021)

Ajira Global PR & Communications Agency, Bengaluru, India

- Designed collaterals and campaigns for cultural employee motivation programs and display materials for Philips Healthcare, communicating the company's value proposition and enhancing the work environment

CO FOUNDER (Jan 2021- Aug 2022)

The Pastel Project, Bengaluru, India

- Co-founded and played a pivotal role in establishing The Pastel Project, an innovative organization focused on delivering personalized art, products, and creative solutions through a service design approach
- Conducted customer research to understand preferences for personalized art products, driving a 50% increase in revenue in the first year by aligning product offerings with user insights.

SKILLS

Research: User Interviews, Surveys, Behavioral Analysis, Contextual Inquiry, Storytelling, Archetype Development, Data Synthesis, Participatory Design, Field Observations, Design Thinking

Design: Journey Mapping, Wireframing, Usability Testing, Prototyping, Visual Design, Service Design, Workshop Facilitation, Illustration, Visual and Graphic Design, Actionable Reports

Tools: Figma, Adobe Creative Suite, Miro, Notion, Mural, Google Analytics, MS Office

Business: Business Model Canvas, Value Proposition Canvas, Product Analysis

Additional courses

- Project Management and UX Foundations from Google
- Completed User Experience Research and Design Specialization course from University of Michigan
- Agile Service Design from School of Good Design Services
- Fundamentals of Business Analysis from Microsoft

Leadership

- Yoga teacher at the Royal College of Art yoga society
- Captain of the dance and sports teams at university

Awards

- Secured second place in the 12 hour service design hackathon organised by MIND charity to make mental health treatments more inclusive
- Secured first place (state level) and fourth place (internationally) in yoga competitions

Volunteering

- Teacher at CRY - Child Rights and You, conducted inclusive online classes for underprivileged children, fostering collaboration and communication skills
- Volunteered at Nightingales Medical Trust, supporting the elderly through newspaper collection drives and planning activities for individuals with dementia
- Actively engaged in environmental protection projects and community campaigns as a member of Corporate Social Responsibility (CSR) initiative
- Volunteer for the Croydon Dance Festival, Purley community festival and Beeja by helping them curate programs and schedule classes

NOTABLE PROJECTS

1. Re-designed Board Games for Children with ADHD

Research & Redesign Project

Conducted ethnographic research and structured observations with children with ADHD, uncovering key triggers for engagement and focus. Insights informed redesigned board games that promoted cognitive development, earning positive feedback from parents and educators.

2. Deep Tech Acceleration - Imperial Innovation Challenge

User-Centered Prototyping Project

Applied design research and quantitative methods to develop user-centered wearable tech solutions. Prototypes balanced user needs with technical feasibility, supporting early-stage market entry strategies.

3. Inclusive Mental Health Services with MIND UK

Service Design Sprint

Created behavioral archetypes and utilized narrative storytelling to enhance mental health service inclusivity. Developed a community-based system for MIND UK, addressing access gaps and building supportive communities through collaborative design.

4. Enhanced Probation Rehabilitation Services

Service Enhancement Project with Catch 22 and Ministry of Justice

Collaborated on user-friendly tools and resources for probationers to improve financial literacy and reduce re-offending rates, leveraging user research insights to build a comprehensive support system. Conducted trauma-informed participatory workshops to understand needs and challenges in the rehabilitation process.

5. Promoting Bathroom Etiquette Awareness in the UK

User-Centered Research & Behavioral Design Project

Conducted contextual inquiries and interviews to understand tourists' behaviors and attitudes toward bathroom etiquette, employing behavioral nudging principles to promote responsible hygiene practices.

- Developed user-centered interventions, including interactive signage, re-designed dustbins in toilets and digital prompts in key tourist areas, successfully raising awareness and encouraging positive behaviors through subtle environmental cues.