

# AARTI VIJAY RAGHAVAN

Service Designer & Strategic Designer —Kehl, Germany

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## Education

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### Glasgow School of Art, UK

*MDes Design Innovation & Service Design, Passed with Distinction*

Sept'23-Sept'24

Glasgow, Scotland

### Ramaiah Institute of Technology, India,

*Bachelors in Architecture , First class with Distinction*

Aug'15-Aug'20

Bangalore, India

## Experience

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### Service & Strategic Designer

*Glasgow School of Art*

Sept'23-Sept'24

*Glasgow, UK*

- **Led and conducted** UX research for a travel support service for autistic adults in collaboration with Neighbourhood Networks, including research planning, qualitative interviews, data synthesis, and workshop facilitation. Leveraged generative AI tools to co-design concepts and evaluate solutions, achieving a **75% user satisfaction rate** during workshops. Findings were presented to the **Glasgow City Council**, informing city-wide inclusive mobility strategies.
- Led a team of six in designing human rights-focused service solutions for **voluntary sector** with THRE through research, produced service blueprints, personas and user journeys and improved outcomes by 15% through iterative prototyping with AI and strategic analysis.

### Spatial Experience Designer/ Design Team Lead

*Studio Camarada*

Dec'20- July'22

*Bangalore, India*

- **Led and managed** a team of 4, delivered projects spanning 10000 sqft worth €1Million managing implementation on site, managing **stakeholder** expectations & **enhancing** complex **business** services.
- Lead designer responsible for **end-to-end** development of **user-centric** spatial solutions, integrating service innovation and strategic thinking for 5+ award winning projects.

### Co-Founder, Strategic Design Manager

*Earthen Nourish*

, Aug'20- June' 23

*Bangalore, India*

- Developed and executed internet marketing strategies using the **Business Model Canvas**, leveraging AI-driven market research and customer feedback surveys to increase social media following by 15% in 12 weeks, boost repeat purchases by 30% in six months, and drive a 25% sales increase while managing logistics and finance.

### Intern Designer

*Kumar La Noce and Studio Camarada*

Jul'19- Dec'19 and Jan'20- Jul'20

*Bangalore, India*

- Developed service concepts, delivered compelling presentations, and streamlined visualization processes to enhance stakeholder engagement and decision-making.
- **Developed** 'In-a-Box,' a modular, user-centric solution integrating sustainability and business strategy. Designed design solutions for 2+ projects and launched 'Knowledge Series' to enhance **internal development** by 20%

## Technical Skills

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**Languages:** English- Professional/Advanced, Hindi - Native , German- Fluent, B2 Level, Tamil- Native Language

**Design:** Agile Design, Service Blueprinting/prototyping, Stakeholder Management, Mixed Method Researcher, Moderated Interviews Storytelling/Journey map management, Systems Thinking, User-Centered Design/ Surveys/ Interviews, Usability Testing

**Technical:** Adobe XD, Adobe Creative Suite, Figma, Framer, Office Suite & Jira , Sketchup, Mural & Miro, HTML & CSS

## Achievements / Extracurricular

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- Foundations of UX Design, Empathize, Define, Ideate- Google course'22 , Design for 21st century-Don Norman'22
- Amplify with critical thinking with Generative AI, LinkedIn 2025, The Art and craft of AI for Business Resilience
- Selected from 190 students to join the exclusive 80-student cohort for the Planning and Designing with Water Summer School at TU Delft in 2018.
- Volunteered to increase ticket sales by 35% for Golden Shine NGO's fundraising for visually impaired musicians and mentored an underprivileged girl through Team Everest
- Organised a Donation drive in the locality for Sarvana Foundation, Coimbatore by donating 120kgs of clothes/books.  
**Reference available upon request**