
• Profile

Service Designer and Creative Technologist with 3+ years of professional experience leading user-centric, cross-functional projects in complex organisational environments. I'm strong at strategic service design, research, facilitation, and stakeholder management with a proven record of translating user insights into actionable frameworks, service improvements and decision making. I'm currently based in London, pursuing an MRes in Creative Computing at UAL with an interest in AI-enabled services and human-centred innovation.

• Experience**Service Designer, Shell | July 2022 - September 2025**

- Led the **end-to-end redesign** of a **cyclic onboarding journey** for the fragmented resources in the e-mobility division; was lead across stakeholder conversations, user research and concept implementation which **saved ~25% in costs** and **improved employee satisfaction by ~20%**.
- Successfully led cross functional teams spread across Europe to establish **Shell's first internal EV price setting tool** that **reduced lead times by a month** and **improved process efficiency by ~25%** for pricing managers by cultivating stakeholder relations, running through agile delivery lifecycles, creating personas, service blueprints and usability testing sessions.
- Led the project to **map out both B2B and B2C functionalities of a sister e-mobility entity** across multiple European countries, considering specific regional requirements and processes. Created journey maps and service blueprints that facilitated a seamless transition to the parent company, resulting in a **20% reduction in operational costs**.
- Designed and delivered an **internal service design training module** for business analysts, QA specialists and senior managers. Led a division wide **design maturity assessment** across business verticals to identify gaps and shape a roadmap for scaling service design practice.
- Led numerous **design thinking workshops** for senior management and teams, promoting design methodologies and being the voice of the user to solve complex organisational challenges.
- Served on the **design team's hiring panel**, conducting structured portfolio and behavioural interviews with shortlisted graduates and jointly made final hire/no-hire decisions through evidence-based evaluation and discussion with fellow panelists.

Design Research Intern, UniKwan Innovations | May 2021 - September 2021

- Conducted **interviews, ideation workshops** and utilised appropriate design tools to put together successful deliverables for a school in central India to overcome online teaching struggles during the corona virus pandemic.
- Successfully led and carried out the inception of a health and wellness startup in Australia.

UI/UX Designer, Freelance | August 2020 - November 2020

- Carried out the complete design process for a **multi-stakeholder e-commerce platform**, creating cohesive **digital experiences** for three key user groups
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• Education**MRes Creative Computing**

University of the Arts London (UAL)
September 2025 - Present

BDes Business Services and System Design

Srishti Institute of Art, Design and Technology
August 2018 - June 2022
CGPA: 8.32

• Recognition**Shell IDT E-Mobility Superstar
Q2 2023**

For taking on and owning research and service design approach for an internal EV price configuration tool, a first of a kind platform for Shell.

**MIT Grand Hack Winner
Oct 2020**

Participated in MIT's annual hackathon and came out as winners under the 'Digital Clinical Measures of Activity' track.

• Skills

Service Blueprinting | Facilitation | Leadership | Stakeholder Management | Process Oriented