

Nikitha Chendil Nathan

Service Designer

Strategic and human-centered service designer with a proven track record of driving innovation, operational efficiency, and user satisfaction across digital and physical touchpoints. Skilled in customer experience (CX) strategy, journey mapping, and co-creation methodologies, with hands-on experience leading research, design, and transformation initiatives in tech, manufacturing, and consulting sectors. Adept at aligning business goals with end-to-end service delivery to enhance holistic customer experiences.

Work Experience

REALITY AI / Product Designer

DEC 2024 - PRESENT, NEW YORK CITY

- Led VoC and UX research to uncover user needs and pain points, directly informing AI product strategy and roadmap.
- Delivered wireframes, design systems, and prototypes in collaboration with engineering and product teams.
- Translated customer insights into actionable design improvements, enhancing usability and adoption.
- Created iterative design solutions grounded in data analysis and user feedback, enhancing customer satisfaction and engagement.

MTM GLOBAL / Service Design Intern

MAY 2024 - AUG 2024, PHILADELPHIA - PA

- Supported strategic transformation projects by aligning service blueprints with business innovation goals.
- Conducted user research and facilitated co-creation workshops to identify service gaps and co-develop solutions.
- Created customer journey maps and identified automation and optimization opportunities.

FARMSTRUCK GLOBAL/ CREATIVE LEAD

DEC 2021 - AUG 2023, BLR - INDIA

- Directed visual and CX strategy across marketing and product touchpoints to drive engagement and retention.
- Collaborated across marketing, ops, and product teams to elevate the end-to-end customer experience.
- Executed 50+ sustainable packaging designs aligned with brand and business strategy.

HEXATERON /USER EXPERIENCE DESIGNER

OCT 2021 - JULY 2023, BLR - INDIA

- Conducted usability testing and persona research to optimize user flows across fintech and SaaS platforms.
- Delivered comprehensive UX documentation and wireframes to enhance user engagement.
- Partnered with product and strategy teams to support innovation through market and trend research.

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Education

SCAD / M.A Service Design

SEPT 2023 - NOV 2024, SAVANNAH

Srishti Institute / B.Des Industrial Design

JUN 2015 - AUGUST 2020, BANGALORE

CORE COMPETENCIES

- Service & Experience Design
- Customer Journey Mapping & Blueprinting
- Voice of Customer (VoC) Research
- Design Thinking & Co-Creation Workshops
- UX Strategy & Human-Centered Design
- Strategic Foresight & Innovation
- Prototyping & Iterative Testing
- Data-Driven Decision Making
- Stakeholder & Cross-Functional Collaboration
- CX Software & Visualization Tools (Figma, Miro)

TECHNICAL SKILLS

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- Miro
- Microsoft Office
- Google Suite

STRATEGIC & ANALYTICAL SKILLS

- Service & Experience Design
- Inclusive & Human-Centered Design
- Brand & Innovation Strategy
- Insight Synthesis & Data Storytelling
- Creative Project Management
- Sustainability & Emerging Market Trends