

# Nikitha Chendilnathan

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## EDUCATION

### Savannah College of Art and Design

*Master of Art in Service Design*

Savannah, GA

Sep. 2023 – Nov 2024

### Srishti Manipal Institute of Design

*Bachelor of Design in Industrial Design*

Bangalore, INDIA

2015 – 2020

## EXPERIENCE

### Service Designer

*MTM GLOBAL SERVICES*

June 2024 – August 2024

*Philadelphia, PA*

- Duties include applying design thinking approaches and collaborating with cross functional teams to facilitate discovery of problems and opportunities
- Facilitate co-design workshops with cross-functional partners to guide resolutions and ensure alignment with organizational goals, resulting in department realignments, roadmap planning based on gaps and opportunity analysis and implementation of strategic changes
- Conduct in-depth qualitative research, including interviews and observations, to facilitate discovery of opportunities in both digital experiences and business processes in order to improve Frontline teams' ability to serve customers
- Co-create solutions to improve the experience, adoption, and mission success
- Develop key service design artifacts to inform design decisions Execute rapid prototyping sessions, construct testing plans and lead workshops with end users to iterate and refine solutions prior to implementation
- Prioritise human-centered design practices, driving business results and improving customer experiences while utilizing data to measure success and inform strategic opportunities and continuous improvement
- Develop user stories and solution design while incorporating internal constraints such as business and technology policy, compliance, user requirements, and standards to reduce risk

### User Experience Designer

*HEXATERON*

September 2021- January 2023

*Bangalore, India*

- Collaborated within a diverse team, engineers, consultants, and behavior architects, to address challenges
- Utilised visual design skills to produce prototypes, mockups, user flows, wireframes and information architecture diagrams, this led to the development of a POV with proposed solutions.
- Collaborated on a design team to conduct a strategic foresight study based on design thinking and brainstorming to help Brands navigate the rapidly changing landscape of consumers, technology, and the industry; our study was well- received by clients - it provided them with the foresight to prepare for emerging uncertainties and capitalize on opportunities in the markets

### Product Designer

*BERURU*

August 2020-September 2021

*Bangalore, India*

- Led the design and development of furniture and lighting collections for this home decor brand, showcasing proficiency in industrial design principles and techniques.
- Led the design and development of furniture and lighting collections for this home decor brand, showcasing proficiency in industrial design principles and techniques.
- Collaborated with the creative director to create seasonal collections, utilizing product and visual design skills to develop unique motifs and concepts for new products
- Successfully implemented innovative design ideas and strategies to enhance the brand's product offerings, resulting in increased sales and positive customer feedback
- Worked on the initial designs for the Bangalore international airport project

## SKILLS

**Technical Skills:** User-centered design, User experience, Designing for inclusivity and accessibility, Design thinking—both a mindset and a methodology used to solve complex problems in a highly user-centric way, User Interface( UI )

**Tools:** Digital Imagery: Figma, Adobe Creative Suite (InDesign, Photoshop, Illustrator, AdobeXD) Presentation: Microsoft Office (Word, Powerpoint, Excel), Google Suite (Docs, Slides, Sheets), Miro

**Strategy:** Design strategy, Storytelling, Brand strategy and positioning, Data analysis, Data visualization, Systems Thinking

**Libraries:** Problem solving, Critical thinking, Communication, Project Management, Understanding of design principles