

# Revati Naik

## Service Design - Experiences - Research - Strategy

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I am a Strategic Service Designer who believes that even the most complex systems should feel simple and human to the people using them. With 4+ years of experience delivering human-centered solutions across complex social, public sector, and retail systems, I've built my career on turning experiences into meaningful stories and scalable solutions. Expert at navigating 'wicked problems' through systems mapping, service blueprinting, and inclusive design for neurodiverse user groups, I have a proven track record of owning end-to-end work streams from ethnographic research to scalable MVP delivery. I bring a perspective shaped by my South Asian roots and the vibrant diversity of London, which makes me a culturally sharp collaborator who can navigate different stakeholder worlds with ease. I am curious and bring a rule-breaking attitude, yet I am committed to ethical design that does more than just work but it drives real change. My work is a balance of creative intuition and the rigour needed to deliver lasting, life-focused impact.

## Certifications & Clearances

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- Advanced DBS Clearance (Active)
- SEND Certification in 3+ courses. ( Accessibility, Safeguarding and Inclusivity)

## Work Experience

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### ONELAB College London, UK (Accredited by University of Arts, London)

#### Service Design Assistant 07/2025 - Present

Built and delivered design education from scratch for a cohort of 40 neurodiverse learners (aged 16–25 with SEND), treating every session as a live service design problem by researching learner needs, co-designing interventions, and iterating based on real-time feedback.

- Owned the end-to-end service design workstream to architect a Fashion Business & Retail module for 16 neurodiverse learners. Successfully mapped UAL course and assessment requirements against parallel learning pathways, ensuring 100% adherence to inclusive design and SEND standards.
- Architected and managed course modules to UAL standards by mapping adaptive content scaffolding, designing parallel learning pathways for 4+ distinct cognitive profiles.
- Applied ethnographic research methods (observation, behavioural pattern analysis, learner journey mapping) to identify friction points in how SEND learners received design education, then redesigned session structures accordingly, a direct parallel to service blueprinting.
- Guided 16 learners through full brand strategy development through research, identity design, and positioning, acting as both design lead and co-creator, resulting in 16 completed brand identities from students with no prior design exposure.
- Reduced learner disengagement through iterative session redesign; developed personalised engagement strategies across 37 individual learner profiles, adjusting content delivery, pacing, and tooling in response to observed behaviour.
- Translated complex design concepts into accessible, multi-format learning resources for UAL-accredited courses by keeping the SEND compliance and policies intact. Essentially, designing a service for a highly heterogeneous user group with competing needs, low prior experience, and high-stakes outcomes.

### Wicked Labs, Imperial College, London, UK

#### Service Design Mentor 05/2025 -07/2025

- Led service design mentoring for interdisciplinary teams developing regenerative food system solutions, navigating complex UK regulatory and industry contexts.
- Facilitated high-stakes systems mapping workshops using stakeholder analysis frameworks and the Wicked Lab's Swiss Cheese toolkit to solve complex food sustainability challenges.
- Led user research mentoring, enabling 50+ stakeholder engagements across London through field visits, interviews, and co-creation workshops.
- Guided experimentation of 3 hypotheses using startup methodologies, Theory of Change, and lean validation to assess real-world feasibility.
- Enabled teams to synthesise insights into actionable solutions and customer journeys focused on circularity, access, and community impact in the UK food ecosystem.

### St. George's Guild X RCA London, UK (Academic Project)

#### Service Designer 10/2023 - 02/2024

- Partnered with 150-year-old St. George's Guild to translate traditional values into modern service concepts within institutional and regulatory contexts. • Conducted in-depth qualitative research using ethnography, participant observation, and sensory analysis to explore non-verbal communication.
- Facilitated co-creation workshops with heritage experts, accessibility advocates, and community members to inform design strategy.
- Validated insights and prototyped a game to test and deepen understanding of non-verbal interactions across diverse users.
- Delivered research-driven recommendations on non-verbal ways of communication to improve inclusivity in social interactions.

### Perch, India (Contract)

#### UI/UX Designer 05/2023 - 08/2023

- Co-Lead the design team at Perch, a B2B2C employee benefits SaaS service tailored for white-collar employees.
- Collaborated with a multidisciplinary team in a dynamic, high-pressure startup environment to deliver results efficiently & effectively.
- Developed Perch's visual identity and illustration style, establishing a cohesive, scalable brand presence.
- Owned end-to-end design processes, including wire-framing, prototyping, and user testing, to ensure an intuitive and user-friendly interface.
- Developed a comprehensive design system to ensure consistency, scalability, and efficiency across the platform's design and development workflows.
- Delivered a Minimum Viable Product (MVP) in an agile setup, balancing speed and quality and collaborated with developers

for pixel-perfect design implementation.

### **Skillmatics, India (Grasper Global Private Limited)**

**Product Designer/Play Experience** 01/2021 - 04/2023

- Designed **30+ educational games** and learning resources that redefined play-based learning for children across 35+ countries, reaching over 3 million users globally with consistent 4+ star ratings on Amazon.
- Worked on "Skillmatics Learning kits" a monthly subscription model covering ages 18 months to 12 years, designing 60+ educational concepts that strategically map cognitive development stages. This systematic approach to play-based learning was keeping in mind the evolving play patterns and leveraging them to learn through play.
- Drove end-to-end development of flagship products like Boom Boom Bingo and Dot It from inception to global launch, collaborating with educational experts and designers to balance engagement with learning outcomes. These products redefined category standards for educational games.
- Established design frameworks for integrating age-appropriate play patterns with core skill development (cognitive, emotional, motor), creating scalable design systems that enabled rapid product development while maintaining educational integrity.
- At Skillmatics, I discovered how thoughtful design can bridge the gap between education and engagement.
- Working in a high-velocity environment taught me to rapidly prototype, validate, and iterate products while maintaining design excellence.
- Each project deepened my understanding of how systematic design thinking can scale impact - from individual learning moments to millions of positive educational interactions across the globe.

### **Carbonado, India (Bplugd IOT Pvt. Ltd.)**

**Product Designer (Internship)** 09/2020 - 12/2020

- Designed and developed 4 mobility accessories concepts including a tote bag, GT-2 hardshell designs, and a custom saddlebag for
- TVS Honda. Focused on combining durability with user-friendly features.
- Conducted market research and user research with urban bikers to identify gaps in the premium accessories segment, using insights to guide design decisions and feature prioritisation.
- Accelerated product development through rapid prototyping and agile validation cycles.
- Successfully contributed fresh perspectives in a male-dominated sector by building credibility through rapid validation cycles and research-backed design decisions, fostering an environment of collaborative problem-solving
- Fostered effective cross-functional collaboration between design, engineering, and marketing teams, ensuring alignment between technical requirements and brand vision throughout the development process.
- During my internship at Carbonado, I learned agile take on rapid design iteration by balancing user feedback with manufacturing realities, while gaining end-to-end product development (product life-cycle) experience. This journey strengthened both my technical skills and ability to turn challenges into practical yet innovative design solutions.

### **Futuring Design, India**

**Industrial Designer (Internship)** Jigsaw Design, India 12/2019 - 05/2020

### **Jigsaw Design, India**

**Product Designer (Internship)** 05/2019 - 07/2019

### **AIESEC, Nepal**

**Product Designer (Exchange Internship)** 05/2018 - 06/2018

## **Projects**

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**Baiya - AI Personal Assistant App | UI/UX Designer, RCA x Imperial College London** Designed end-to-end UX for an AI-powered transcription and task assistant app — validated through 700+ surveys, achieving 40% early adoption; currently transitioning from academic prototype to market-ready MVP through iterative focus group testing.

**Project Zikomo - Food Security Initiative, Zambia | Service Designer, Imperial College London Wicked Labs** Designing a tech-driven dairy ecosystem to combat food insecurity in Zambia — co-creating with government, farmers, and cooperatives to optimise cold-chain logistics through solar-powered refrigeration, data analytics, and micro-entrepreneurship models.

## **Education**

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**Royal College of Arts - M.A. Service Design (2023-2024)**

**MIT-ADT, Pune, India - BDes. Product Design (2016-2020)**

## **Achievements**

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### **• Global Top 4 Finalist, Student Service Design Challenge (2024)**

As part of the Student Service Design Challenge, where around 200 teams around the world participated in 2024, led a team in the Service Design Challenge. Finished 4th globally out of 200 teams; led development of an NHS HRMS platform using system mapping and journey mapping to solve workforce fragmentation, mentored by IBM.

### **• Selected for Imperial College London's Wicked Module**

Selected as 1 of 16 from a cohort of 180 RCA students; tackled complex global challenges in innovation and entrepreneurship under Steve Blank (serial entrepreneur) and founder of Wicked Labs

### **• Memory Match (National Parenting Product Award (NAPPA) 2022), Skillmatics**

Contributed to "Memory Match," a children's educational game recognised at the National Parenting Product Awards for cognitive and social development impact.

## **Skills**

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- **Core Skills**

User Research (Qualitative and Quantitative Methods), Service Strategy, Service Design, Service Blueprinting, Impact Evaluation, Systems Thinking & Mapping, Co-Design Facilitation, Design Workshop Facilitation, Workshop & Focus Group Facilitation, Human-Centred Design, Planet-Centred Design, User-Centred Design, Business Design, Product Development, Toy Design, Play Experience Design, Product Design, Creative Problem Solving, Experience Design, UX Strategy, Visual Design, Rapid Prototyping, Wireframing, Usability Testing, User Testing, User Research, Qualitative Research, Quantitative Research, Ethnographic Research, Participatory Research, Ethnography & Shadowing, Journey Mapping, User Journey Mapping, Affinity Mapping, Storyboarding, Persona Development.

- **Soft Skills**

Strategic Thinking, Agile Methodologies, Leadership, Communication, Teamwork, Time Management, Project Management, Problem Solving, Collaborative Problem-Solving, Conflict Resolution, Adaptive Thinking, Design Facilitation, Stakeholder Management, Stakeholder engagement, Product Strategy, Storytelling, Design Mentorship and Presentation.

- **Languages**

English (fluent), Hindi (fluent), Marathi (fluent), Gujarati (intermediate), French (beginner)

## **Tools**

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Rhinoceros, Fusion 360, Adobe Creative Suite, Miro, Figma, Microsoft 365, Google Workspace, Mural, Typeform, JIRA, Trello, Notion, Arbor, CPOMS