

Revati Naik

Service Design - Experiences - Research - Strategy

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I am Revati Naik, a Multidisciplinary Designer with an experience of 3+ years in product design, research, experiences and design strategy. For me, design is an intuitive journey of experiences driven by simplicity, stories, empathy and vivid imagination. I believe in being more artful than I need to be and enjoying myself while I'm at it. Curiosity drives me to adapt and acquire new skills while in process of learning. I try to work with a unique, rule-breaking attitude toward design by invoking an impact that can still have an effect in the coming years. I strive to create influential design- a subtle particle effect that forces you to lean forward. At the end of it all, **it's all about perspective.**

What makes me different?

Blending versatility with extensive cross-cultural exposure rooted in South Asian traditions and London's diversity, I bring an endlessly curious, adaptable mindset thriving on new challenges. As a service designer, I approach projects with a fierce exploratory spirit, deep commitment to ethics, life-centeredness, and a collaborative design philosophy. I excel in building and scaling innovative solutions that create meaningful, impactful experiences resonating across diverse stakeholders. My passion lies in fostering positive social change through my design.

Values

Empower (Builds community with a sense of affiliation)

Empathise (Helps you see beyond the obvious)

Engage (Shows the true essence of who you are)

Encourage (What you put out, comes back many folds)

Enjoy (Celebration is as important as hustle)

Work Experience

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

Service Designer

10/2023 - 02/2024

- Partnered with St. George's Guild, Sheffield in RCA's Challenge Labs to reinterpret John Ruskin's ideologies through non-verbal communication.
- Used service design methods—workshops, co-creation, and prototyping—to explore music, gestures, and sensory cues.
- Tested interactive experiences with diverse participants, aligning with craftsmanship, nature, and social well-being.
- Designed human-centered interventions showcasing multi-sensory communication for more inclusive interactions by designing a game.

Perch, India

UI/UX Designer (Contract)

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.
- Designed the visual identity of Perch, creating a cohesive and impactful brand presence and also developed an illustration style to complement the brand.
- Co-led the end-to-end design process, including wireframing, 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.
- 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, working closely with manufacturing teams to ensure design feasibility while maintaining brand aesthetics.
- 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)

12/2019 - 05/2020

- Futuring Design is recognised as one of India's top product design agencies, with a portfolio spanning over 250 projects in 20 years. During my tenure at Futuring Design in Pune, I engaged in diverse projects that honed my skills in industrial design and ethnographic research.
- Collaborating with Godrej as a client, I designed and prototyped door handles concepts emphasising solely on form and function.
- Additionally, I conducted extensive field research, visiting over 40 households to understand the intricacies of Indian kitchen layouts, storage solutions, and space utilisation. This research informed the design of innovative units to optimise previously inaccessible kitchen corners under the project Skido for Godrej.
- Under the mentorship of Futuring's founder, I developed my final thesis project of under graduation, "Montessori 2.0," which explored the role of play in children's education and its impact on learning.

Jigsaw Design, India

Product Designer (Internship)

05/2019 - 07/2019

- While interning at Jigsaw I was responsible for the design of large-scale visual merchandising installations for malls and retail spaces.
- My Festive Diwali standalone installation was displayed in Forum Mall (Nexus), Udaipur. I was also responsible for the designs of a Diwali hanging installation range for the retail spaces.
- Conceptualised and executed installations designs using Rhinoceros 3D by developing 15+ concept models for standalone pieces and 30+ concept models for suspended designs.
- Delivered comprehensive design solutions considering material constraints, structural requirements, and client briefs while ensuring seamless implementation for high-traffic retail environments.

AIIESEC, Nepal

Product Designer (Exchange Internship)

05/2018 - 06/2018

- Selected as the only participant from my university, I had the unique opportunity to work in a government school in Nepal, with a mission to introduce students to design as a powerful tool for creative problem-solving and as a potential career path.
- Designed and conducted hands-on workshops to teach students basic design concepts, like sketching and storytelling, making design accessible and engaging for young minds.
- Helped students understand the relevance of design in various industries, showcasing how creativity and critical thinking can lead to fulfilling careers.
- Built a bridge between cultural exchange and education, fostering mutual learning between myself, the students, and the community.

Current Ongoing Projects

Baiya, RCA x Imperial College London, London, UK

UI/UX Designer, Jan 2024 – Present

- Conceptualised and developed Baiya - an AI-powered personal assistant app which uses unlimited transcription and AI to transform everyday conversations into actionable insights and assists with daily tasks.
- Conducted user research, ideation, wireframes and built the final prototype in collaboration with engineers, developers and MBA students.
- Validated market fit through extensive user research, including 700+ surveys and user testing sessions, achieving a 40% early adoption rate.
- Currently evolving the project from college concept to market-ready product, developing MVP and iterating with focus groups to refine core features for launch.
- This evolution from academic concept to real-world product deepened my understanding of practical design challenges - from balancing user aspirations with technical feasibility, to adapting research methodologies for meaningful market insights, and learning to

pivot features based on real user engagement. The journey highlighted the critical difference between theoretical design thinking and practical product development, teaching me to navigate ambiguity while maintaining the core vision of the product.

• Project ZIKOMO

Service Designer, June 2024 – Present

Project Zikomo started at Imperial College London's Wicked Labs, tackling food insecurity in Zambia through systems thinking. After gaining traction across multiple partners, it evolved into a real-world initiative

As a Service Designer, I drive:

- User-Centered Research – Co-creating with farmers, cooperatives, and stakeholders to ensure impact.
- Service & Systems Design – Optimizing storage, logistics, and distribution to reduce milk spoilage.
- Sustainable Business Strategy – Integrating solar-powered refrigeration, data analytics, and micro-entrepreneurship for scale.
- Pilot & Implementation – Testing, iterating, and refining for maximum real-world impact.

Zikomo is building a tech-driven, sustainable dairy ecosystem to boost farmer incomes and transform food security in Africa.

Education

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

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

Achievements

• Service Design Challenge (Finished 4th overall in the brief)

As part of the Student Service Design Challenge where around 200 teams around the world participated in 2024, led a team in developing a SaaS HRMS platform to enhance workforce resilience in NHS hospitals. Guided by IBM mentors, we employed system mapping and customer journey mapping to address workflow fragmentation.

• Selected for Imperial College London's Wicked Module

Selected as one of the top 16 students for this cohort of 180 from RCA to be a part of this module. Participation in this 1 month module offers a unique opportunity to collaborate with peers, engage with experts, and contribute to meaningful projects that have a real-world impact. It focuses on innovative strategies to address "wicked problems" across the globe, such as climate change, economic renewal, and social challenges, through both theoretical and hands-on approaches. Guided by Steve Blank, serial entrepreneur, and Critobel, founder of Wicked Labs, this experience not only enhances one's understanding of complex global issues but also provides practical skills in innovation, entrepreneurship, and cross-cultural collaboration.

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

Honoured for its engaging gameplay that enhances memory skills in children, "Memory Match" combines fun with developmental learning. It has exceptional ability to engage children while fostering cognitive and social skills, making it a valuable educational tool.

Skills

• Core Skills

User Research (Qualitative and Quantitative Methods), Ethnography & Shadowing, Workshop & Focus group facilitation, Human-Centred Design, Business Design, Systems Thinking, Product Development, Creative Problem Solving, User-Centred Design, Planet Centred Design, Toy design, Play Experience Design, Product Design, Visual Design, Service Design, Service Blueprinting, Interaction Design, Experience Design, User Testing, User Journey Mapping, Storyboarding.

• 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, Product Strategy Storytelling and Presentation.

Tools

Rhinoceros, Fusion 360, Adobe Creative Suite, Miro, Figma, Microsoft 365, Google Workspace, Mural.

