

NISHTHA AGGARWAL

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A detail-oriented SERVICE DESIGNER with a proven track record in design thinking, service strategy & innovation, user research, and stakeholder collaboration. Skilled in creating user-centred solutions and translating complex information into actionable insights. Experienced in building consensus, leading teams, and continuously improving processes to deliver impactful design work.

WORK EXPERIENCE:

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| Service Designer, Advanced Technology & Research Innovation Group | Jan 2024-Jan 2025 |
| <ul style="list-style-type: none">• User-Centered Design – Led design processes, leveraging research & strategy for better outcomes.• Data-Driven UX – Used analytics to inform design decisions & product iterations.• Leadership & Collaboration – Developed pitch decks, led teams, and mentored designers. | |
| Graphic Design Intern, Scaler | Feb 2021-May 2021 |
| <ul style="list-style-type: none">• Created social media posts, certificates, GIFs, and internal documents.• Collaborated with teams to develop visual communication strategies.• Provided design software guidance to team members. | |
| Junior Graphic Designer, Socioar | Jul 2019-Jul 2020 |
| <ul style="list-style-type: none">• Brand Identity – Developed cohesive visual languages for multiple brands.• Design Consistency – Trained teams for uniform brand representation.• Agile & Insight-Driven – Adapted to trends, user behavior, and feedback. | |
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PROJECTS:

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| Cancer, Trauma & Nutrition: Patient Centered Design Solution, Royal College Of Art | Dec 2022-May 2023 |
| <ul style="list-style-type: none">• Developed a comprehensive data-driven nutritional platform for cancer patients that gives streamlined information and personalised recommendations.• Collaborated & co-created with cancer survivors/patients, healthcare professionals, to ideate solutions. | |
| Shared Experience In Justice Reform, Ministry Of Justice, Oasis Restore, Royal College Of Art | Sep 2022-Dec 2022 |
| <ul style="list-style-type: none">• Developed a new role for the staffing structure for Oasis• Detailed guidelines for hiring, responsibilities and tools to be used. | |
| Achieving Compliance & Engagement, Ministry Of Justice, Catch22, Royal College Of Art | Jan 2022-Aug 2022 |
| <ul style="list-style-type: none">• Created a multi-stakeholder digital platform designed to support probation practitioners in providing accurate recommendations and interventions in real-time. | |
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EDUCATION:

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| Royal College Of Art, MA Service Design | 2021-2023 |
| Imperial Business School, MBA Elective Entrepreneurship | 2022 |
| Pearl Academy X Nottingham Trent University, BA Communication Design(Graphics)
Second Class Honours (1st Division) | 2015-2019 |
| Carmel Convent School, Commerce, Class 12(94.3%) | 2013-2015 |
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ACHIEVEMENTS:

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| Self Owned Brand, Exhibition Display | 2018,2019 |
| <ul style="list-style-type: none">• Succeeded in putting up an exhibition display of digitally created designs on multiple artefacts for own brand 'To you from me'.• In charge of various tasks like sourcing materials, negotiations, visiting printing presses, money management, sale, etc. | |
| Annual Design Challenge With Logitech, Royal College Of Art | 2021 |
| <ul style="list-style-type: none">• Developed a project to sustain marine ecosystems and future-proof coastal biodiversity in the UK using data and algorithms. Our team was selected as one of the top 12 finalists out of 70 teams. | |
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SKILLS:

- **Technical Skills** - Adobe Creative Suite (Photoshop, Illustrator), Research Methodologies (User Interviews, Usability Testing, Surveys), Figma (UI/UX), Miro, Digital Illustrations
 - **Design** - User research, Customer journey mapping, Service blueprints, Conceptualisation, Empathy mapping, Visual Communication, Storytelling, Prototyping, Strategy building, Agile methodology, Trend analysis
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SOCIAL WORK:

- **Workshop Facilitation** - Conducted one-day workshops to teach packaging design & adobe creative suite to marginalised and vulnerable groups.