

# PRIYANKA KALARIA

## Service Designer

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## WORK EXPERIENCE.

### Service Designer & Strategist

#### Local Farmbag

June 2022–Present | Savannah, GA | Hybrid

- Conducted user research and empathy mapping to understand core customer needs, collected datapoints were translated into key insights and presented to leadership team in the form of customer journey maps
- Facilitated in-person and virtual workshops on Miro among cross-functional teams to identify pain points and opportunities of improvement across an 'As Is' service blueprint mapped on Mural
- Led in-person design thinking workshops to co-create solutions with key stakeholders and mapped out a new value proposition for the future state service
- Created wireframes and prototypes on Figma to test and validate digital solutions
- Developed long term service strategies roadmap towards improving customer satisfaction
- Currently conducting usability testing to gather data-driven insights and metrics to track the progress of the improved service

### Experience Designer & Researcher

#### Hidesign India Pvt Ltd

July 2019 –July 2021 | Pondicherry, India | On-site

- Conducted ethnographic research to ensure customer-centered design solutions
- Identified customer pain points in the physical store journey, designed and implemented strategies across 80 stores nationwide
- Facilitated co-creation sessions in-person as well as virtually over Miro with cross-functional teams to create engaging and immersive retail experiences that align with brand vision
- Utilized prototyping techniques with 3D modeling tools to test and evaluate different solutions

## VOLUNTEER EXPERIENCE.

### Service Designer–Co-lead

#### EMMAUS House

Sept 2022–Dec 2022 | On Site

- Defined value exchange relationships with stakeholders and conducted the research plan, including interactive survey, participant observation, and in-depth interviews
- Improved workflow efficiency after task analysis of the clothing sorting and distribution processes
- Redesigned the spatial layout, traffic flow, and physical evidence to create an enjoyable environment
- Delivered future service blueprints, digital forms, sorting posters, and shelf labels that enable clients to change the future

### Co-Lead Organiser

#### SDN Learning Fest 2022 | Experience & Concept - Platform team

Jan 2022–May 2022 | Remote

- Represented the research and functionality of the virtual conference platform in the attendee experience and concept designs
- Supervised, implemented and ran the virtual conference platform
- Delivered high quality digital experiences of the conference and ensured the platform was fully prepared and tested to go live

### Virtual Attendee Experience team | Website team

#### SDGC22 Conference

June 2022–Oct 2022 | Remote

## EDUCATION.

### Master of Arts in Service Design

#### Savannah College of Art and Design

March 2023 | Savannah, GA

### Master of Design

#### (Specialized in Computational Design)

#### CEPT University

May 2019 | Ahmedabad, India

### Bachelor of Interior Design

#### APIED

June 2016 | Vallabh Vidhyanagar, India

## SKILLS.

### • Research

Critical Thinking, Stakeholder Interview, Empathy Mapping, Ethnography, Insight Translation, Journey Mapping, Data Analysis, Data Synthesis, Affinity Mapping, Competitor Analysis, Market Analysis

### • Design

Data Visualization, Usability Testing, Illustrations, Digital Rendering, Rapid prototyping, Wire Framing, Storytelling, 3d modeling, Spatial Design, Design Thinking, Idea Generation, Problem Solving, Designing Experiences, Information Architecture, Service Blueprinting

### • Strategy

Project Management, Creative Brief, Value Proposition, Business Model, Defining Frameworks, Workshop Facilitation, Strategic Action plans, Blue Ocean Strategy Maps

## TOOLS.

### • Adobe Creative Suite

Illustrator, Photoshop, InDesign, Xd, LightRoom, Premier Pro

### • 3D & 2D Modelling

AutoCAD, Rhino, Grasshopper, Solid Works, Cinema 4D, Lumion, Keyshot, V-ray

### • Collaborative Interface

Figma, Smaply, Miro, Mural, Procreate, Invision, Sketch, Microsoft suite