

Jagriti Kumar
Service and User Experience Design
jagriti0314@gmail.com

EXPERIENCE

2017 - 18: **Customer Experience Designer at Florida Blue**, Blue Cross and Blue Shield of Florida, U.S
Surfaced the customer needs across different channels to shape the future of insurance services. Conducted collaborative sessions with stakeholders to help communicate customer expectations. Provided strategies, process redesign, and products as deliverables.

2017: **Spatiality of ongoing routinisation of services** - Thesis, Savannah College of Art and Design, U.S
Explored the area of routinization of services and designed a framework to gauge which channel should be preferred as a solution space for value co-creation and innovation. Researched and completed in collaboration with UPenn Center for Innovation.

2016: **Service Design Intern at Penn Medicine**, University of Pennsylvania Health System, U.S
Helped an urgent care clinic at Penn Medicine to improve the practice capacity. Recommended a set of strategies and solutions to help initiate towards enhancing practice capacity.

2016: **Service Design for Touchpoint Journal at Service Design Network**
Accessed perception and value of Touchpoint Journal to envision the future. This project was a collaboration between students of Service Design at Savannah College of Art and Design and Service Design Network.

2015: **User Experience Design Intern at Amazon**, Seattle, U.S
Designed the Amazon's FREE Same-Day Delivery experience. Educated customers about Amazon's FREE Same-Day program and helped them have better accessibility and shopping experience.

2013-14: **User Experience Design at Heckyl Technologies**, Mumbai, India
Identified and created key user interactions of the News analytics product experience and also the company website. Managed overall design process with the development and consulting visual design team at different levels.

2012-13: **User Experience Design at Myntra.com**, Bangalore, India
Surfaced customer problems through research (google analytics and customer call mostly). Collaborated with multiple stakeholders towards building a consensus on a solution. Designed several aspects of the e-commerce portal such as the express checkout flow for both desktop and mobile web, My Myntra (My Account), etc.

2012-13: **Design Consultant at Clarice Technologies**, Bangalore, India
Supported a new domain in each project, versatile role. Collected stakeholder and user goals through research to pitch a value proposition to the client. Worked with a wide variety of clients like Tally, Informatica, etc.

2010 -11: **Interaction Design at Indian Institute of Technology**, Guwahati, India
Designed and developed an information system to educate women about pre-natal, post-natal issues, and care. Conducted six months of ethnography study in the villages of Assam followed by analysis and re-designing of the existing system. This project was a collaboration between the school and a govt. organization (NRHM).

AWARDS AND PUBLICATIONS

Awarded Gandhian Young Technological Innovation Award 2013, India

Link: <http://www.techpedia.in/award/project-detail/Chetna-Celebrate-your-pregnancy>

Awarded top 50 innovation by India Innovation Growth Programme for project "Chetna - empowering maternal healthcare."

Department of Science and Technology, Lockheed Martin Corporation, Indo-US Science and Technology Forum, Stanford Graduate School of Business and the University of Texas at Austin and FICCI

Research paper on Research Findings, Analysis and Design Opportunities for Empowerment of Maternal Health in Assam, India

Conference: IUI 2013

Published a paper on Assessing the Perception of Service Design: The Impact of Satisfaction

Journal: Service Design Network - Touchpoint vol 8, May 2016

FIND ME AT

www.jagritiportfolio.com
www.linkedin.com/in/kumarjagriti
<https://medium.com/@jagritikumar>
<https://500px.com/jagritikumar>

EDUCATION

Masters in Service Design
Savannah College of Art and Design
2014-2016, G.P.A 3.8/4

Masters in Design
Indian Institute of Technology Guwahati
200-2011, G.P.A 9.1/10

Bachelors in Comp. Sci. & Engg
Bhilai Institute of Technology
2005-2009, G.P.A 7.6/10

SKILLS

Design research and understanding the problem space. Problem reframing. Analysing qualitative and quantitative research. Generating insights, strategies, and solutions. Prototype, fail and create. Facilitate, lead and collaborate.