

Nivedita Narasimhan

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SUMMARY

Research focused service designer driven by curiosity to understand people and uncover insights, with a background in design research and human centered design, **seeking User Research and Service Design opportunities.**

- Strong attention to detail and a passion for critically analyzing research.
- Experienced in working in diverse teams and effectively communicating user research, stories and actionable insights to various stakeholders. Skilled at rapidly adapting to new projects, conducting user interviews, creating journey maps and leading the research phase on design projects.
- Proficient in Figma, Adobe Illustrator, and Adobe InDesign. Learning R and Excel for quantitative data analysis.

EDUCATION

Royal College of Art

MA Service Design

London, United Kingdom

Graduation Date - 23rd September 2025

Srishti Institute of Art, Design and Technology

Bachelors in Design (B.Des) - Human Centered Design

Bangalore, India

Graduation Date - July 2022

WORK EXPERIENCE

Genie Returns (MA Service Design), London, United Kingdom

January 2025 - July 2025

Service exploring how fast-fashion brands can encourage early returns to reduce waste and emissions.

- Planned and conducted user research by creating a survey answered by 200 respondents, interviewing 30+ shoppers, logistics experts and expert interviews with former heads of sustainability at H&M, ASOS, and Marks & Spencer to investigate returns behaviour in the fast fashion industry.
- Synthesised all the qualitative and quantitative data into user personas and multiple user journey maps to highlight gaps and user pain points in the current returns journey.
- Conducted co-creation sessions with 8 users and multiple service tests to refine concepts, ensuring usability and grounding the service in real world insights.
- Presented research findings and service concept at the 3-day RCA Design Expo (30k+ visitors) and received an offer from a startup incubator.

Ministry of Justice (MA Service Design), London, United Kingdom

October 2024 - February 2025

Speculative design project envisioning justice systems and employment pathways for drug offenders in 2040.

- Conducted in- depth desk research into legal systems, policy trends, and rehabilitation programs and semi-structured interviews with probation officers and experts in the prison and probation sector.
- Researched and analyzed 200-300 signals to uncover trends and the direct and indirect consequences on our audience.
- Crafted the narrative and visual story for the final presentation at the Ministry of Justice for the Futures team.

Freelance UI/UX Designer, Bangalore, India

July 2023 - July 2024

- Managed end to end design projects for clients, from conceptualization to final delivery.
- Evaluated a clients stock market platform, ran usability tests with 3-4 users to identify their issues and layout preferences. Redesigned the dashboard based on user feedback and client requirements.

Utpanna Designworks, UX Internship, Bangalore, India

April 2022 - July 2022

- Conducted website usability tests with users through feedback sessions to evaluate ease of navigation and visual design.

OTHER PROJECTS

Collaboration with End Sexism in Schools, London, United Kingdom

November 2024 - March 2025

- User Research lead - organised 8-10 structured and semi structured interviews with parents and teachers, creating clear guidelines in navigating sensitive topics.
- Collaborated with a diverse team of five from RCA and the charity End Sexism in Schools to create visual content communicating their purpose to education boards, schools, and parents.

CERTIFICATIONS

Dale Carnegie Public Speaking

June 2019

SKILLS

Skills: User and expert interviews, translating user stories into actionable insights, usability testing, planning large scale surveys.

Softwares : Highly proficient in Figma, Adobe Illustrator and Adobe InDesign.