

KRITI DHIMAN

Toronto, Ontario | +1 (647) 873 0611 | kritidhiman23@gmail.com | kritidhiman.com | [linkedin.com/in/kriti-dhiman/](https://www.linkedin.com/in/kriti-dhiman/)

EXPERIENCE

Design Lead - Service Design, Research, Ops | Freecharge, Axis Bank | Remote

May 2023 - Present

- Led Axis Bank's internet banking vertical for UX research, strategy and product development while overseeing and mentoring a team of UX designers and researchers.
- Managed development of 30+ feature enhancements since May'23 across digital banking platforms such as Mobile, WhatsApp and Internet, elevating user experiences, services and security standards.
- Collaborated regularly with business leadership, product managers, engineers and developers to understand business requirements and deliver data-driven research and design outputs.
- Established Design Operations in the experience design team of 50+ designers and researchers for enhanced workflow efficiency, increased collaboration and to foster a culture of innovation within the design lab.

Service Designer - II | Philips Experience Design | Bangalore, India

Oct 2021 – Mar 2023

- Led planning and execution of user research in ISC, META, Japan, APAC, CEE, NAM and Europe for Customer Lifetime Value in Precision Diagnostics business; consolidated current-state user journeys, 50+ actionable insights and recommendations contributing to improved customer satisfaction, and IB retention and upsell revenue growth by ~15% in markets.
- Led validation of findings and solutions with global client-facing teams for accelerated upselling processes and revenue leading to over 60k client engagements on CLV opportunities.
- Delivered measures to enhance the end-to-end CX for product lifecycle and employee upselling processes, with more than 148k IB systems in 5 geographies benefiting from CLV activation.
- Collaborated within design and business on creating a playbook to drive successful sales and improve internal processes supporting Japan, LATAM and ISC markets to achieve 150% AOP targets.
- Acted as an agile coach for the business team and scrum master for design, to facilitate the agile way of working in the team with 100% agile adoption in one year.

Service Designer | Dr. Reddy's Laboratories | Mumbai, India

Jan 2020 – Oct 2021

- Led the research and implementation of a multi-channel service strategy for a new outpatient insurance business segment. Via research with over 100 doctors, patients and healthcare providers in 7 months, generated 30+ digital service features including online appointment scheduling, and personalized health services. Delivered service implementation playbook including service blueprints, partner onboarding guide, brand strategy, and SLAs.
- Created roadmap for service launch and management activities, leveraging performance indicators and success metrics to evaluate the effectiveness of newly introduced healthcare services.
- Incorporated research methodologies (ethnography, field studies, surveys and interviews) to transform healthcare services for chronic disease management for patients in remote Indian villages and towns. Performed remote qualitative research during lockdown with about 30 patients and healthcare workers.
- Streamlined organization's internal processes for analytical and clinical teams through process mapping and user journeys, identifying bottlenecks, providing areas of improvement, and implementing solutions to improve efficiency and reduce costs.

Design Researcher | H.P. State Handicrafts – Himbunkar | Shimla, India

Oct 2018 – Jun 2019

- Researched and analyzed five traditional Indian craft communities as an ethnographer for Master's dissertation, delving into the user behavior, craft history, culture, and product development process.
- Developed actionable strategies to enhance community resilience and meet the rising demand for experiential craft products.
- Created a working model and change management strategy that can help vulnerable product-based systems such as craft communities to transition towards services and networks, for sustaining in an evolving economy.

Design Research Fellow | Forum for the future | London, UK

Jul 2018 – Sept 2018

- Proposed sustainable service models to increase access to drinking water in London while reducing single-use plastic bottle consumption by undertaking user research including interviews, surveys and focus group discussions.
- Strategically collaborated with Lord's Cricket Stadium, Greater London Authority, and King's College London to create ecosystem maps and user journey maps. Led ideation and prioritization sessions, and created targeted prototypes.
- Showcased project at London Design Festival 2018, highlighting solutions that facilitated the elimination of 9 million single-use plastic bottles and dispensed 981,000 refills from new drinking fountains by 2022.

Product Designer | Kapkol Exports Pvt. Ltd. | New Delhi

Jul 2016 – Jul 2017

- Executed research, ideation, and sampling for brands such as Ann Taylor, Nordstrom and Stella and Dot for embellished and embroidered accessories.

EDUCATION

Master of Arts (MA) Innovation Management | Central Saint Martins, UAL, London

2017-2019

- Merit and Scholarship

Bachelor of Design (BA) Product and Apparel Design | National Institute of Fashion Technology (NIFT), New Delhi

2012-2016

COURSES AND PUBLICATIONS

- [1000+ Mentorship Minutes ADPlist.org](#)
- [Participant Researcher, Design for Good \(DfG\), United Nations](#)
- [Service Design Academy: Service Design Management Course](#)
- [Create better customer experiences with Design Thinking, Stanford University](#)
- [Designing Emotion – How to use design to move people, LinkedIn](#)
- **Publications** – “Service delivery in healthcare - Experience & Trust building” & “Cocreate as a Participatory Design Methodology in Healthcare”, *Design in the Era of Industry 4.0, Volume 1: Proceedings of ICoRD 2023, Springer*

SKILLS

User Research

- Qualitative Research
- Quantitative Research
- Data Analysis
- Insight Generation
- Data Visualization

Design

- User Journey Mapping
- User Flows
- Wireframes
- Ecosystem Mapping
- Service Blueprints

Prototyping

- Usability Testing
- Rapid Prototyping
- A/B Testing

Leadership

- Design and Research Strategy
- Product Strategy
- Agile Project Management
- Team Building and Collaboration

TOOLS

- Figma
 - Adobe Suite
 - Jira
 - Tableau
 - Miro
 - Azure DevOps
 - Asana
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