Nikita Arora
Service Designer

www.nikitarora.com

Delft, Netherlands

Experienced service designer with over 5 years in cross-functional project management, customer journey mapping, and senior stakeholder management.

Education

Delft University of Technology / MSc Strategic Product Design
Sept 2022 - July 2024 | Delft, Netherlands

National Institute of Design /
BSc Product Design
May 2013 - 4 years | Ahmedabad, India

Glasgow School of Art / Exchange programme (Erasmus+)
Sept 2016 - 3 months | Glasgow, Scotland

Skills

Service Blueprinting • Context mapping • Bodystorming • Customer Journey Mapping • Product prototyping • Creative Facilitation • Strategic Design • Information Architecture • Agile methodology • Service Design • Team building • GUI Wireframing • FIGMA • PowerBI • Photoshop • Illustration • GUI Wireframing • UI/UX • Adobe Creative Suite • SolidWorks • Rhino

Activities

__**Design Patent (IPO**): Lead inventor (Patent #WO2021161277A1).

__Chosen for a **3-day summer school at Erasmus MC** on 'Consultation room of the future'

__**Uchhal** - Designed and installed an inclusive playbridge in 2 locations- Ahmedabad & New Delhi.

Experience

Zimmer Biomet / Graduation thesis (8.5)
Feb 2024 - 6 months | Netherlands & UK

• Designed a data-driven strategy to enhance the adoption of ZB's *mymobility* digital platform across EMEA, focusing on user engagement and market penetration.
• Created customer journeys through facilitation workshops with senior management, care teams from 3 hospitals and users. Final outcome tested for feasibility, viability and desirability.

Utrecht Medical Centre (UMC) / Design Research
Aug 2024 - ongoing | Delft, Netherlands

Service innovation to improve the out-of-hours GP service through remote bodystorming (Research paper- in progress)

Bugaboo / Future vision & Strategic roadmap
Sep 2023 - 3 months (part-time) | Amsterdam, Netherlands

Icarus Nova / Senior Product Designer
Feb 2020 - 2 years | Bangalore, India

• Led a team of 5 designers to create information architecture, navigation, and interface design for 4 interconnected applications supporting a wearable biosensor, collaborating closely with clients and developers across India and Ireland.
• Spearheaded user research, experience strategy, and UI design for a therapy-support app & a mental health app with Microsoft Research, designing characters and illustrations across 10+ modules.

Indian Spinal Injury Centre (ISIC) / Research Associate
May 2018 - 1year, 10 months | Delhi, India

Clinical research, identified a key need, and designed an assistive device for below-knee fractures, culminating in a patent and a presentation at a prestigious biomechanics conference.

TATA Digital / Design Researcher
Jun 2022 - 2 months | Delhi, Mumbai & Bangalore, India

Contributed to design architecture and UX for Tata's Super-App, focusing on user journey and interface consistency.

All India Institute of Medical Sciences (AIIMS) / Design Researcher (Bachelor final year project)
Apr 2017 - 9 months | Delhi, India

Designing an assistive device for stroke patients with impaired hand function through contextual inquiry and need finding.

Mother's International School / Design Faculty
Feb 2018 - 2 years | Delhi, India

Preparing study material, teaching and conducting tests on 'Design & Innovation' for 11th and 12th graders.