

# PRACHI VAIDYA

USER RESEARCHER AND SERVICE DESIGNER

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A skilled multidisciplinary designer with approximately 2 years of focused practice in User Research and Service design, employing a variety of qualitative research methodologies complemented by UX design skills. Leveraging 13 years of successful work in architecture and urban design, I bring a unique perspective to accessibility-focused projects. Demonstrated achievements include significant contributions to the development of Cloud Kitchen's customer-facing mobile app and digital menu publishing applications, resulting in a projected increase of 15% in revenue. Additionally, my involvement in a project focused on addressing employability challenges among the deaf population underscores my commitment to inclusivity and accessibility in design.

## WORK EXPERIENCE

### User Researcher and Service Designer

Independent Consultant

June 2022 - Present

#### Cloud Kitchen Menu Publishing Application & Customer-facing Mobile App

- Independently conducted user research for the Cloud Kitchen, resulting in the development of a comprehensive **customer journey map** for the Digital Menu Publishing Application
- Orchestrated workshops to determine and analyse the key business requirements, **mapped existing user journeys** and **formulated UX flows** to establish milestones and prioritise tasks for the workflow.
- Collaborated** with stakeholders, product owners, and UI designers **to create UX concepts and high-fidelity wireframes** for the Menu publishing application, **focusing on scalability and streamlined partner acquisition**. Forecasted a **15% revenue increase** by migrating from Salesforce to a custom-built application.
- Collaborated** with a team to **conceptualise** a mobile app, employing **low-fidelity UX** for Customer Onboarding, Sign-ups, and Guest User experience, projected increase by **~25% in customer acquisition** for the current financial year along with a **20% customer retention**

#### Electrical Manufacturing Startup & Research Initiative for Deaf Population

- Spearheaded the adoption of a **design thinking approach** at an electrical manufacturing start-up, facilitating **collaborative workshops** with stakeholders to develop **Business Models, Value Propositions and To-be Service Blueprint**, aiming to achieve a 10% increase in customer base for the year
- Led the research initiatives to explore employability challenges among the deaf population, conducting user interviews conducted in **Indian Sign Language (ISL)**
- Utilised **thematic and content analysis** to synthesise research data, uncovering key insights and identifying opportunities and gaps for new product and service development
- Developed **user personas, experience maps**, and generated a **research report** with actionable insights and recommendations for moving forward.

# Urban Designer and Project Architect

Across multiple Organisations

June 2006 - April 2020

- Cultivated creative design thinking as an urban designer and architect, specialising in human-centred and accessible designs
- Developed a system thinking approach, honing innovation skills to create user-friendly experiences in the physical world
- Led redevelopment of a 5.5 km street project at Bhubaneswar and successfully implemented a street plaza that uplifted the face of the public realm and gave a new identity to the place at VK:u urban

## SKILLS

- Customer Journey Mapping
- User Personas
- Service Blueprinting
- Design Thinking
- User Interviews
- Qualitative Research
- Secondary & Generative Research
- Inclusive Research
- Human-centred Design
- Low and High-fidelity UX

## EDUCATION

**MA Urban Design**  
University of Westminster,  
London, UK

**Bachelor of Architecture**  
Sir JJ College of Architecture,  
Mumbai, India

## CERTIFICATIONS

### Interaction Design Foundation (IxDF)

- Service Design - How to Design Integrated Service Experiences
- User Research Methods and Best Practices
- Journey Mapping
- Agile Methods for UX Design
- Design for the 21st Century with Don Norman

### IBM Design Thinking

**British Sign Language (BSL) - Beginner**

## TOOLS

- Figma
- Mural
- Miro
- Dovetail
- Adobe InDesign
- Figma
- Mural
- Miro
- Dovetail
- Adobe InDesign

## LANGUAGES

- **Indian Sign Language (ISL)** Entry Level
- **British Sign Language (BSL)** Entry Level