Astha Johri

Service Designer
User Experience Research
User Experience Designer

Education

2018–2020

MA Service Design
Royal College of Art
London, United Kingdom

2018–2019

**MBA Module –
Entreprenuership Journey**
Imperial College of Business
London, United Kingdom

2012–2016

B.Des Communication Design
National Institute of Fashion
Technology
Mumbai, India

Skills & Softwares

Adobe Suite (Photoshop, Adobe XD,
Illustrator, Indesign, Premier Pro,
After effects)
Sketch
Microsoft Office
3ds Max

Workshop Facilitation
Planning Research
Research Synthesis
Information Architecture
Wireframing
Prototyping
Presentation & graphics
Design Thinking

Work Experience

2020 (6months)

Service Designer & User Researcher
In collaboration with Camden Council
Green Infrastructure management platform

- Stakeholder mapping and management
  Worked closely with stakeholders from grassroot initiatives to council
  officers and experts from Urban planning, data science etcetera
- Conducted quantitative and qualitative research :
  Ethnography, user interviews, co-creation workshops to define
  user archetypes, user journeys and Business model
- Digital platform development :
  Used hypothesis approach and opportunity mapping for defining features.
  Developed wireframes and mockups for website
- Prototyping and testing
  Ran remote prototyping session and market surveys
- This project is currently being exhibited :
  https://2020.rca.ac.uk/students/astha-johri

2019 (2.5 months)

Service Design Intern
VIP World & Blind Aid Society
Mobility service for blind people in London

- Planned and conducted research using techniques like shadowing
  and interviews with several blind people in London and their tutors
- Designed a workshop manual to help internal teams to do user
  research with blind stakeholders
- Synthesised insights into recommendations to be used by internal
  team in designing the application features and information architecture
- Early stage prototyping of the service journey
- Facilitated ideation workshops for internal team

2016–2018 (2 years)

Design Research and Service Design
Tata Consultancy Services CTO Design, R&I

**Citizen experiences for a Smart City in the Middle East –
Smart Parking,Street Lighting, Common Area Automation &
Energy Dashboard for a land developer and Government**

- Planning and conducting research
  Onsite research with clients, citizens and business owners using
  interviews, workshops and visual ethnography
- Data synthesis and concept developement :
  Synthesised insights into data visualisations to be used by
  technical teams during ideation
- Digitising design concepts :
  Conceptualised and digitised new citizen experiences to
  communicate key service elements by using personas,
  user journeys, service blueprints, story boarding and
  wireframing
- Co-creation and feasibility testing with back-end teams
  Facilitated co-creation sessions with backend teams that included
  civil engineers, data scientists, marketing professionals etcetera

**Presented case study and ran an installation at
Interact 2017 – International HCI Conference**

- **Case Study** : Using Design Research in developing IOT Systems to over
  50 HCI professionals
- **UI– UX of Interactive software Installation :**
  Co-designed and ran an interactive installation (digital & physical) and got
  attendees from over 50 countries to brainstorm on urban city problems
  using data prompts.(Eg Transportat,Social care, communication, Housing)
  Synthesised worldwide patterns to be used in City ICT projects

Project Partners

As part of MA Service Design at Royal College of Art, I've worked with the following organisa–tions –

Alpha Telefonica – Conceptualised an AI Powered Companion for kids to develop healthier longterm habits

Thoughtworks– Envisioned future of consulting services moving from project allocation to 'Expectation Management' tool'for employees

Interreg and City of Bradford – Designed a mobility solution to address air pollution and inform transport policy for the city. Especially for an upcoming Blue-Green infrastructure

BBC – Helping citizens make sustainable life choices by designing application based service that has famous environmentalists as coaches and uses BBC's existing data and information

Pock–it – Collaborated with MBA students from Imperial Business School fordesigning an application for pick-pocketing in Europe using open data related to crime and created a business case for it

CERN – Designed a communication system for care homes in the UK to address elderly isolation

Justice for Grenfell – Created artifacts for the march in 2019

Work Experience

Voice User Interface & Conversational UI Framework

Studied methodologies for developing VUI and CUI and created a framework for UX team

Place–making research installation at Kala Ghoda Art Festival,

Designed and ran research using an Interactive installation to understand how local people experience and relate to heritage areas like Kala Ghoda. Synthesised data into insights and patterns.

2016 (6 months)

Design and Research Intern
Tata Consultancy Services

Game Software – (UI/UX)
Tested at UK Innovation Forum,London
• Conceptualised and designed a game software called 'Conversations and Things' that provocated industry professionals to generate over 50 future use-cases using IOT data sources (Eg: Banking, Insurance, Mobility, Healthcare). Synthesised the use-cases and created visuals for insights.
• Worked closely with developers for the software

Commuting Patterns of Employees – Service Design
• Designed Research Mechanism :
  Designed an interactive storytelling installation informed by research to map urban commuting patterns and problems of over 2000 employees
• Tested and gathered data
  Used BMS data, employee interviews, shadowing & observation as methdologies
• Insight analysis and recommendation
  Synthesised the data into infographics to enable management to design better transport policies for the employees

2015

Edit and Design Intern
Noblesse Publications
Edit & Art Department

2015

Design and Marketing Intern
Onspon
Worked under the C.E.O

2014 – current

Communication Designer & Volunteer
Project Reach foundation
Worked on Mental Health Tool Kit and Farmers of India Initiative