

## Shivani Gowaikar

London, UK

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Penultimate year master's student at Royal College of Arts, with diverse background in industrial design, branding, design research, wireframing and prototyping in small-scale studios, start-ups and large companies. I aspire to forge a career in the transformative and diverse service design industry.

### EXPERIENCE

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Sept 2024 – Present	<b>108Ai</b> <b>UX Designer</b>	<b>London</b>
	Spearheaded user-experience design for a Legal AI start-up.	
	<ul style="list-style-type: none"><li>Developed an intuitive ai-powered B2B digital product for lawyers to optimize their workflow and reduce redundancies in the legal procedures.</li><li>Managed and curated a design system for the software and coordinated closely with the front end developers to create a cohesive end product.</li></ul>	
Mar – May 2024	<b>LevelUp ESG</b> <b>Design Strategist, UX/UI Designer</b>	<b>London</b>
	Leading service and user-experience design for a sustainability-driven (ESG) software start-up.	
	<ul style="list-style-type: none"><li>Optimized software user experience by conducting 10 in-depth interviews to tailor AI tool to customers.</li><li>Worked closely with team of 30+ members working across the globe to build a seamless solution.</li><li>Utilized service design principles to refine the software's user flow, resulting in a smoother experience.</li><li>Created a design system including branding collaterals and website communication improving brand recognition and gaining positive consumer feedback.</li></ul>	
Oct 2023 – Feb 2024	<b>Stampede International</b> <b>Service Designer</b>	<b>London/Costa Rica</b>
	A partner project with the Royal College of Arts and a global wildlife organization focusing on creating a service to promote sustainable tourism in Costa Rica.	
	<ul style="list-style-type: none"><li>Engaged in extensive secondary research analysing multiple stakeholders and their relationship and engagement with the problem of over-tourism.</li><li>Conducted user research including surveys &amp; interviews with Intrepid Travel and British Airways to leverage consumer behaviour patterns and touchpoints for the service intervention.</li><li>Led co-creation workshops and designed user journeys with service blueprints building a sustainable travel experiences in Costa Rica.</li><li>Built and iteratively improved app prototypes through user testing, optimizing usability for a personalised and educational experience.</li></ul>	
2019- 2024	<b>Freelancing</b> <b>Graphic Designer and Illustrator</b>	<b>London/India</b>
	Led and secured a strong freelance clientele, worked with multiple small and medium-scale start-ups to develop designs unique to their brand identities.	
	<ul style="list-style-type: none"><li>Published a yearly calendar (2023 and 2024) in collaboration with 24 artists from across India, generating over £4000 to help multiple NGOs working on domestic violence victims in India.</li><li>Created print-based artwork featured in British GQ for a medium scale sustainable clothing company OneLess Official.</li><li>Illustrated and created prints for designer garments for a small-scale clothing start-up- DirtyFox Designs.</li></ul>	
Aug 2022 – May 2023	<b>Aukera Diamonds</b> <b>Design Strategist, Brand Designer</b>	<b>Bangalore, India</b>
	Headed design strategy for a luxury retail start-up, defined the brand voice, identified market position, and curated their first marketing strategy with core branding and social media.	
	<ul style="list-style-type: none"><li>Curated a new-age customer experience and interiors for first retail and flagship outlet over 2 floors and 1,500 square feet.</li></ul>	

- Identified distinctive market position by studying over 30 competitors and carried out multiple brainstorming sessions with experts in the field.
- Designed the brand system including logo, colours, website as well as event collaterals such as posters, banners, pamphlets and business cards.

Aug 2021 –  
May 2023

### **Restore Design**

**Bangalore, India**

#### ***Design Strategist, Retail Designer***

Worked with over 15+ local and global brands to create one of a kind brand experience that include retail, hospitality and commercial companies.

- Leveraged customer behaviour patterns and brand insights to craft engaging and profitable brand experiences across both digital and physical touchpoints.
- Co-created various digital products like apps, websites and design systems for up-coming start-ups.
- Lead the space design strategy for leading Indian brands like Allen Soly, House of Masaba, AntiSocial, Furlenco, and more to create effective retail experiences. Gaining an average increase in CX by 25% and brand recognition by 20% for most brands.

## **EDUCATION**

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2023 – 24

### **Royal College of Arts**

**London**

#### ***M.A. in Service Design, No.1 University for Design***

- Gender Data Gap and Internet (Slay the Gap) : Developed an AI-powered social media management tool to improve women's professional lives, conducting expert interviews with LinkedIn, AWS, TikTok, Oxford University, and others, and organizing workshops with 15+ women to map career goals.
- London Business School x BCGX Hackathon: Selected as a finalist from 150 participants for a chance to win £3,000; developed a business model and pitch connecting retired skilled workers with the current workforce, emphasizing social impact and investment potential.
- Sustainable Aviation Fuel Project- Fly SAF: Developed a systems design service to promote SAF adoption in aviation through workshops and interviews with industry professionals as part of the Terra Carta Sustainability Initiative.

2017 – 2021

### **MIT Institute of Design**

**Pune, India**

#### ***Bachelors in Design, Gold Medal (top of class)***

Specialised in Retail and Exhibition Design to create meaningful, brand-oriented experiences and space design.

- Graduation project for bachelors in design. In charge of designing a new Apollo Pharmacy inside Delhi International Airport. Contributed majorly to create a new venture, Ekhi – a furniture brand, I led the branding and design of the brand and product theme.

## **SKILLS AND INTERESTS**

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User Centric -Design, Strategic Design, System Design, Service Blueprinting, Journey Mapping, Multidisciplinary Design Approach, Graphic Design, UX Research, UI Design, Illustration

## **PERSONAL**

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3-time Himalayan hiker with a love for outdoor activities and sports. Avid traveller and music enthusiast.