

Priyanjali Rane

Service Designer and User Researcher

I am an Indian designer based in London. I utilise Service Design methodologies to collaboratively address complex problems in various industries ranging from government to private sector, where I build environments for users, businesses & policy stakeholders to address needs and co-create solutions.

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WORK EXPERIENCE

HM Revenue and Customs (HMRC), London, UK Service Designer (Policy Lab)

November 2022 - PRESENT

- I worked with policy and delivery teams to map new administrative journeys for an existing tax charge to ensure that we leverage current HMRC capabilities to build better experiences for taxpayers. This helped the delivery team save weeks in understanding the contexts, risks, and impacts.
- Collaborated with a user researcher to plan, execute and analyse internal research with operational colleagues to determine the root cause of inaccurate calculations. We successfully demonstrated proven findings to senior stakeholders, enabling them to create more robust processes.
- I am working alongside Product Managers and User Researchers in designing a new tax journey that has lower risks and higher customer experience.
- Conduct Service Design training for juniors and policy colleagues.
- Be a part of a panel conducting Research, Accessibility, and Design Reviews as per GDS service standards.

So-Mo Behavioural Design Studio, Remote, UK Service Designer and Design Researcher

JULY 2021 - FEB 2022

- [‘Messaged not Received’ for Birmingham City Council](#) – Designed and facilitated an ethnographic study that focused on qualitative research and probes to test hypotheses on seat belt usage among South Asian communities to prevent traffic accidents. This project received the title ‘Highly Commended’ for the CIHT ‘Research Initiative of the Year Award’ in September 2022.
- Facilitated workshops and training for colleagues to equip them with Service Design tools.

SKILLS

- Design Thinking
- User Research
- Qualitative Research
- Workshop Facilitation,
- Prototyping
- Co-Designing
- Customer Journey Mapping
- Service Blueprinting
- GDS Assessments
- Systems Thinking

TOOLS

- Miro, Mural, FigJam
- Abode suite - Photoshop, Illustrator, XD, After Effects
- Figma
- MS Office - Powerpoint, Excel, Word

MENTORSHIP AND LEADERSHIP

ADP Mentor

Completed more than 500 minutes, mentoring over 10 students and professionals to transition into service design.

Student Representative

Served as a Student Representative during the 2nd year at Royal College of Art where I mediated critical conversations between students and faculty to improve the quality of education during COVID.

Inkoniq (now CX100), Bangalore, India *UX Designer*

MARCH 2020 - SEPT 2020

- Worked with the Bosch RnD to understand the future scope of the student transit market in India through conducting qualitative research in tier 1 cities in India.
- Designed and executed a 2-week qualitative research sprint for the team developing Amazon's new ad-based (Amazon miniTV) video platform in India.
- Created prototypes for the Amazon Design team in India to test and improve the present CX of online purchasing for home-based product categories.

Clique Design, Bangalore, India *Visual Designer*

SEPT 2018 - SEPT 2019

- Conceptualising and designing social media marketing strategies and creatives for companies in the fnb, fashion, and e-commerce industries while managing their Facebook Business Manager accounts.
- Client communication to develop digital marketing plans & manage social media accounts.
- Co-Designing logos, brand manuals, and brand strategies for clients
- Building appealing user interfaces and wireframes for mobile apps to build companies' digital portfolios within the UI/UX Design team.

EDUCATION

Royal College of Art, London, UK

MA. Service Design

JULY 2020 - JULY 2022

- Passed with Distinction
- Liu Ling Merit-based Scholarship Holder
- Behavioural Economics & Decision Making - Elective from London Business School
- Enterprunial journey - Elective from Imperial Business School

Srishti Institute of Art, Design and Technology, Bangalore, India

B.Design in Visual Communication

JUNE 2014 - JULY 2018

BADGES AND CERTIFICATES

[Agile Awareness workshop](#)

Assist KD - Feb 2023