**Poojitha Lal**

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**ABOUT**

Being an experienced ux researcher and design strategist, I am passionate about applying human-centered design principles and approaches to craft value propositions that resonate. My approach balances user empathy, built through immersive contextual inquiry, paired with the ability to turn user needs into actionable innovation opportunities that generate value. Having collaborated with multidisciplinary teams to elevate product experiences for clients across diverse sectors, including healthcare, luxury retail and education, I have championed the design process - from research to strategy, problem solving and execution. With this opportunity, I look forward to creating memorable products and experience journeys by bringing my curiosity and eagerness to work collaboratively.

**EXPERIENCE**

**UX Design Consultant *London, United Kingdom***

*UAL Online, University of the Arts, London September 2023 – Ongoing*

As an advocate for better learning experiences I offered my expertise on multiple ux projects, for the online UAL community.

* Championed the inclusive redesign of Moodle - the primary learning and communication platform for 5000+ online students, enhancing functionality, through wireframes informed by scenario mapping. Presented research findings at the prestigious JISC conference in the education sector, as one of the only students, sharing models of co-creation and inclusive design.
* Represented student voice and advocated for student needs in settings such as staff-student conferences and also specialized staff-only forums, drawing attention to important student issues such as the lack of opportunities to collaborate, inspiring initiatives such as changes in course structure and re-design.

**Experience Design Consultant *London, United Kingdom***

*Academic Strategy, University of the Arts, London July 2022 – July 2023*

I co-developed curricula and re-designed student experience at UAL in continuous collaboration with different university stakeholders. My work involved -

* Applied service design methodologies and information architecture principles such as starting with user needs and focused navigation to transform a disjointed website experience, re-designing inclusive touchpoints to reimagining inclusive access and awareness to 25+ student services.
* Curated a one-stop information resource in digital and physical formats, with all the 25+ student services to minimize roadblocks in accessing support, reaching over 21,000+ staff and students across all 6 colleges at the University.

**Workshop Facilitator *London, United Kingdom***

*Intercultural Communication, University of the Arts, London March 2022 – July 2023*

* As a trained workshop facilitator I’ve curated and led 20+ interactive workshops, using tools such as Lego serious play, zine-making and participative frameworks, to facilitate conversations and create psychologically safe spaces to build an understanding of different aspects of the education space and student experience, between students, staff and executive stakeholders at UAL.
* Initiated and spearheaded a series of curated sessions and workshops leveraging effective stakeholder management to drive cross-disciplinary collaboration. Facilitated 100+ participants to actively engage with various complex subjects, resulting in new projects and initiatives in line with specific session objectives.

**Design Strategist *Mumbai, India***

Open Innovation and Strategy *February 2020 – December 2021*

At Open, one of India’s most awarded design agencies, I worked on end-to-end design strategy projects - from research to execution, for businesses in the healthcare and luxury retail sector, where I -

* Strategically drove extensive qualitative user research and experience audits for clients, including an 80-clinic health and wellness brand while formulating research strategy from scoping to conducting research with consumers and service providers.
* Meticulously analyzed and synthesized research data to identify user needs and develop intuitive journey maps using Miro and Adobe CC highlighting gaps and opportunities in experience design.
* Creatively formulated strategies for the implementation of innovative service and experience design deliverables that addressed business objectives of 10X revenue growth and acquisition of new customer segments. Translated these recommendations into reality by creating comprehensive service and experience design guides enabling on-ground stakeholders to deliver solutions.
* Dynamically catalyzed customer experience mapping with co-creation workshops, capturing insights in the user research and ideation phases with diverse stakeholders including consumers, service providers and C-Suite executives to ensure holistic user experience design and seamless multi-channel product-service delivery.

**User Experience Design Intern *Pune, India***

*Turian Labs April 2018 – June 2018*

At Turian, a Google partner, I worked on UX and foresight projects -

* Designed products and resources to facilitate a deep understanding of the Indian market, nuanced behaviors and culture for the Google research and design team based in the UK.
* Conducted comprehensive usability testing and reviewed the information architecture for digital interfaces, playing a key role in creating the next iteration implementing insights from research.
* Supported ethnographic diary studies analyzing the roll out of native language technology, identifying and documenting behavioral insights to inform product development and enhance localisation of tech.

**EDUCATION**

**MA Innovation Management (Distinction - 2:1)** ***London, United Kingdom***

*Central Saint Martins, UAL September 2021 - July 2023*

* Client Collaboration - Led my project team to explore new categories and global trends in the media and entertainment industry, resulting in the development of new product ideas and design strategies to venture into the £1.2 billion edutainment market segment.

**B.Des Experience and Service Design (Distinction - CGPA 8.2)** ***Bangalore, India***

*Srishti Institute of Art, Design and Technology July 2015 - September 2019*

**ACHIEVEMENTS**

**Global Service Design Challenge Finalist** *2023*

**Top 5 Student Campaigners of the Year**  *2023*

**Bir Award - Special recognition for applying design to create impact** *2019*

**SKILLS**

Research - Contextual inquiry and analysis, ux research, qualitative research, stakeholder interviews, ethnographic studies, participative research, usability testing, analysis and synthesis of data into key insights, information architecture

Service Design - Design thinking, problem solving, customer journey mapping, experience mapping, experience audits, service blueprinting, business model canvas, value proposition mapping, prototyping - physical and digital, workshop facilitation, stakeholder management, communication, storytelling, collaboration.

UX/Product Design - Usability testing, wireframing.

Languages - English, Hindi, Marathi, German

**TOOLS**

Miro, Adobe CC, Figma and M365.