

# Hitasha Mehta

## Service Experience Designer

● hitashamehta.medium.com  
in linkedin.com/in/hitashamehta  
✉ hitashamehta.design@gmail.com  
☎ +1 (912) 591-1476 (USA)

### Experience

#### Project Manager/ Team Lead, BMW x SCADPro (project under NDA)

March 2024 - June 2024 (Savannah)

- Lead an interdisciplinary team of 16 students for SCADPro x BMW Group collaboration to develop an innovation strategy blueprint.
- Delivered a comprehensive strategy proposal and designed touch-points, having conducted user research, journey mapping and service blueprinting to identify opportunities.
- Collaborated with multiple stakeholders to integrate innovation, design and technology into viable and feasible solutions for intrapreneurial talent development and retention.

#### Enterprise IT Service Design Intern, Marketeq

November 2023 - February 2024 (Miami)

- Create detailed journey mapping, user flow documentation and service blueprints to identify needs, expectations, pain-points and opportunities
- Evaluate and optimise service delivery channels by applying systems thinking and generating insights through user feedback, data analysis and enterprise level research
- Participate in workshops with experts, stakeholders, team members as well as to CEO to generate new ideas and solutions.

#### Service Experience Design Intern, HumanX

May 2022 - August 2022 (India)

- Conducted generative and evaluative research to better understand the health and fitness industry in India, also compiled a competitive audit report for the same.
- Developed low and high fidelity prototypes of design improvements for revolutionary companies working across Data analytics, Fintech and OTT cloud transformation verticals.
- Performed user research to analyse the behaviours of those consuming OTT content and identify their pain points for bettering platform engagement and retention.

### Education

#### M.A. in Service Design (Merit scholarship awardee) 2023 - 2025

Savannah College of Art and Design, USA.

#### B.Des in Product Design 2019 - 2023

Unitedworld Institute of Design, India.

### Skills

**Technical:** UX/ UI, Service blueprinting, journey mapping, HCD, IxD, Prototyping (Figma, Adobe Creative Cloud), User Research & Usability Testing, HTML/ CSS, Microsoft office, Lucidchart

**Transferable:** Project Management, Storytelling, Cross-functional collaboration, Business model innovation, Stakeholder Management, Data driven design, Creative problem solving

### Achievements

#### European Product Design Award (2024)

Earned an honorable mention in the interface category of the European Product Design Awards for excellence in design and functionality for the project "AskRyan".

#### Indigo Design Awards (2024)

The project "AskRyan" performed extraordinarily at the Indigo Design Award receiving 11 honours in total; Two Golds, Six Silvers and Three Bronzes.

#### 3rd Place at StartUp SCAD (2023)

Ideated and pitched a service, "InJoy", created to break the barriers and stigmas associated with retirement and unleash the full potential of people of the silver society; the community of our elderly population.

#### HMGMA x SCADPro (2023)

Winner of a project for Hyundai Motor Group Metaplant America (HGMA). It was focused on fusing sustainability, scalability and consistency into the brand experience.

#### Lextant Certification (2024)

Awarded the certification for Design Research and Insight Translation on behalf of Lextant (a market research consultancy) and the Contextual Research faculty at SCAD.

#### SEAS Transactions Publication (2022)

Co-author of a paper on Green Packaging that is accepted for publication with the SPAST and CRC Press partnered Proceedings series: Science, technology and Society for Sustainability. It can be accessed here.