

Mansi V

MSc Service Design Innovation | Service Transformation | 3+ years of Research | ITIL-4 | Service Designer
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PROFESSIONAL SUMMARY

Service Designer with 3+ years of experience delivering research-led service and UX solutions across healthcare, education, and public-sector environments including work with local councils. Improved service onboarding, reduced journey friction, and increased user activation, delivering measurable outcomes including improved early-stage diagnosis and a 32% uplift in user engagement and conversion. Combines systems-level thinking and communication design to translate complex services into clear, accessible user experiences

RELEVANT SKILLS

- **Functional Competencies:** Service & UX Design, User Research & Insight Synthesis, Journey Mapping & Service Blueprinting, Interaction Design & Information Architecture, Content & Service Communication Design, Stakeholder Engagement & Co-creation, Policy & Service Innovation, Design Operations & Service Delivery Planning.
- **Technical Tools:**
 - **Design & Collaboration:** Figma, Miro, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Notion, Trello.
 - **Research & Analysis:** Qualitative Research Methods, Sensemaking Frameworks, Journey Analytics.
 - **Delivery & Ways of Working:** Agile / Scrum (workshop facilitation), ITIL-4 Service Management (in progress)
 - **Product & Testing:** Wireframing, Rapid Prototyping, Usability Testing, A/B Testing.

WORK EXPERIENCE

Lead Service Design Researcher, (Collaborative Dissertation) | London Borough of Tower Hamlets Apr 2024 – Sep 2025
London, United Kingdom

- Designed an experience-led service platform in collaboration with the Tower Hamlets SEND Parent Network to improve coordination across council-adjacent SEND diagnostic pathways.
- Converted insights from 11+ parent interviews and co-creation workshops into a single shared narrative, projected to reduce parental coordination burden by 20% through consent-based information sharing across services.
- Defined platform features enabling transparent waiting period updates and interim support, projected to reduce uncertainty and parental burden by 25% for families navigating council services.
- Designed supported navigation and peer mentoring flows with parent networks, projected to reduce advocacy and administrative labour by 35%.
- Embedded feedback loops and accountability mechanisms aligned to local authority processes, projecting a 70% shift from parent-led to service-led coordination.

Social Impact Researcher, Citizens UK
London, United Kingdom

Nov 2024 – Jan 2025

- Designed a narrative-led housing advice service concept introducing continuity across advice, assessment, and follow-up, addressing fragmentation in council-adjacent housing support.
- Synthesised insights from 10+ community conversations into a continuous narrative service layer, designed to reduce repeated storytelling and duplication by 20% across housing advice interactions.

- Defined persistent case ownership and community-supported navigation, designed to reduce advocacy and coordination burden for residents by 15–20% across the advice journey.
- Produced a lightweight service interaction prototype demonstrating how narrative continuity could integrate with existing local authority housing systems without altering statutory workflows.
- Converted lived experience into aggregated service insights, informing 2 evidence-based policy recommendations to support service improvement and advocacy.

Service Designer, Creative wick
London, United Kingdom

July 2025-Sept 2025

- Designed a narrative-led housing advice service concept through a collaboration between Loughborough University London and Creative Wick, introducing continuity across advice, assessment, and follow-up stages.
- Synthesised insights from 10+ community conversations into a continuous narrative service layer, modelled to reduce repeated storytelling and duplication by 20% across housing advice interactions.
- Defined persistent case ownership and community-supported navigation, modelled to reduce advocacy and coordination burden by 15–20% for residents navigating council-adjacent services.
- Produced a lightweight service interaction prototype demonstrating how narrative continuity could integrate with existing local authority housing systems without altering statutory workflows.
- Converted lived experience into aggregated service insights, informing 2 evidence-based policy recommendations supporting service improvement and advocacy.

Service Designer, Smile Foundation
London, United Kingdom

May 2025-Aug 2025

- Delivered a community-embedded healthcare service framework defining how preventive, primary, referral, and follow-up care could be coordinated across rural settings.
- Developed the RUHE framework as part of the ServDes 2025 Challenge, collaborating with Loughborough University London and Smile Foundation to align design decisions with NGO delivery realities.
- Produced service blueprints, ecosystem maps, and care journeys clarifying roles, handovers, and accountability across frontline workers, mobile clinics, and referral partners.
- Designed lightweight coordination mechanisms intended to reduce patient drop-offs by 30–50% and frontline coordination burden by 20–35% without adding workflow complexity.
- Intended impact: support improved continuity of care, earlier intervention, and stronger community trust, with projected 55% follow-through rates across care journeys.

- Informed the design of an end-to-end brand and communication system through user research, coordinating physical and digital touchpoints to support navigation and engagement for 500+ attendees.
- Conducted usability testing and user feedback analysis to restructure website information architecture and content flow, improving navigation efficiency by 30%
- Tested and iterated communication touchpoints across social channels, increasing audience engagement by 25% through clearer messaging and visual hierarchy.
- Supported user-centred brand development for a seasonal fashion line, informing customer decision-making and contributing to a 10% increase in pre-orders.

Other Work Experiences

- **Service Designer (UID Collaboration):** Designed and piloted *EarlyBud*, a hybrid service supporting early detection of childhood developmental delays, delivering 23.7% improvement in early diagnosis and 18% improvement in timely care, Unitedworld Institute of Design (UID), 2024.
- **Service Designer (UID Collaboration):** Designed *MathsHarmony*, a digital service addressing maths anxiety in secondary education, increasing learner engagement by 32.4% and educator confidence by 17% through user-centred interventions, Unitedworld Institute of Design (UID), 2024.

Education

MSc Service Design Innovation (Distinction)

Loughborough University London | 2023 – 2024

BDes Communication Design (Distinction, Gold Medalist)

Unitedworld Institute of Design (UID) | 2020 – 2024

Courses and Certification

- **ITIL® 4 Foundation**, Issued by PeopleCert, in Service Management (*In Progress – expected Feb 2026*)
- **Google UX Design Professional Certificate**, Issued by Coursera, in UX & Product Design (2023)
- **Service Design: Integrated Experience**, Issued by Interaction Design Foundation, in Service Design (2023)
- **Design for the 21st Century**, Issued by Interaction Design Foundation, in Human