Abhipsha Ray M.A, FRSA

Designer and Researcher

Experienced designer adept at managing intricate healthcare and social impact challenges within non-profit organizations. Demonstrated success in proactively collaborating with leadership across private companies, educational institutes, and design agencies. Blend expertise in strategy, policy analysis, design thinking, and service design with profound technical design skills to drive impactful solutions.

Work Experience

Experience strategist, Diabetes UK - London, September 2023 - Present

- Successfully redesigned flagship platforms like Diabetes & Me and Know your risk, boosting user satisfaction.
- Lead ad-hoc qualitative/quantitative research projects with proposition development, in-depth interview, and customer experience mapping, opportunity maps.
- Spearhead transformative experience design initiatives in collaboration with executive teams and senior management to revolutionize digital products and introduce innovative tools and services.

Associate consultant, Good Innovation - London, August 2022 - August 2023

- Responsible for National childbirth trust's new flagship service. Delivered service blueprints for solution with projected 15% increase in engagement with digital services.
- Generated 21 strategic briefs within a 12-month period, aimed at expanding audience reach, optimizing fundraising efforts, and pioneering innovative approaches for Mind UK.
- Leveraged expertise in proposition development to devise strategies for maximizing revenue from existing products and services while exploring novel operational methodologies.

Research associate, Future service Labs, Royal college of Art - London, May 2022 - June 2023
- Refined and optimized studio-proposed frameworks, methodologies, and tools to streamline design processes and enhance project efficiency.
- Curated and synthesized tools from leading sources to enrich design research reports, ensuring comprehensive insights for stakeholders.
- Conducted qualitative user research in collaboration with stakeholders from both public and private sectors, facilitating informed decision-making and strategic planning.

Educational Qualifications

MA Service design, Royal college of Art London
- Graduated top of the class
- Grand Challenge x Logitech - finalist
- Philips Service design challenge finalist

Certification in Behavioral economics, London Business School

BA Industrial design, Pratt Institute Brooklyn, NY
- Dean's list award and Presidential scholarship recipient.
- IDSA student award nominee
- Outstanding merit award

Collaborated projects

- **Accenture song**, Eve: a sustainable night out service for London partygoers.
- **IBM X Philips,** Carepool: a collaborative childcare service for London parents.
- **Design for Good (DfG) x WWF,** designing Re:peat living lab, an open source research and innovation incubator for peatland restoration in the EU.
- **Big Issue UK,** The pitch project: reimagining TBI's digital engagement with its audience and vendors.
- **Rayne Foundation,** Balance: a caregiving support service for all generations.

Extra curricular activities
- **Fellow**, Royal Society of Arts (Commerce and manufacturing)
- **UK delegate**, UN Women CSW 67 and 68.
- **Member**, IDSA member

Skills and tools
English , Proficient; **Bengali ,** native speaker; **Hindi ,** Proficient; **Turkish ,** Beginner ; **German ,** Beginner.

User research: SurveyMonkey, Miro, Trello, **Stakeholder management**, **Workshop facilitation and training** , **Service blueprinting and journey mapping Project management, Rapid prototyping**: figma, sketch, invision, **Usability testing:** Optimal workshop,Maze, lookback, **Design tool proficiency:** adobe creative suite; microsoft office suite, **Documentation and collaboration:** confluence