ABHIPSHA RAY, M.A ,FRSA

Email , Portfolio, Linkedin, New York | London,

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.

SKILLS

- Empathy and emotional intelligence; User research: SurveyMonkey, Miro, Trello
- Stakeholder management
- Project management: Jira
- Service blueprinting
- Rapid prototyping: figma, sketch, invision
- Usability testing: Optimal workshop, lookback
- Strategic analysis
- Design tool proficiency: adobe creative suite; microsoft office suite
- Data analysis: UA, GA4, Hotjar, Google search console(SEO)
- Documentation and collaboration: confluence

EXPERIENCE

Experience designer , Diabetes UK , september 2023 - present

- Conducted usability testing for the DUK Remission hub with 5 participants, identifying pain points.
- Achieved 87% satisfaction rate in post-launch user survey.
- Restructuring the IA for people living with diabetes cc.600 pages
- Developing CRO testing for newly diagnosed with 15 healthcare professionals.
- Designing new tools and products for digital engagement (such as content recommendation and risk assessment tools) with cross-disciplinary teams from strategy, clinical, policy and IT.

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

- Redesigned National childbirth trust's new flagship service with solutions around cultural competence, booking capability, multiple-language capability, aftercare, whilst also exploring various funding models, expecting a 15% increase in engagement with digital services.
- Delivering 21 briefs over 12 months with the potential to create huge income and impact for Mind. Propositions included reaching new audiences, raising more money from existing products and services, to pioneering new ways of working.

Research associate , Royal college of art, May 22 - August 22, March 2023- June 2023

- Delivered a 3 day workshop with 50 professionals focusing on developing foresight through 50 signals across 10 major trends for 2040.
- Compiled and analyzed research data for a study led by Dr. Qian Sun, Royal college of Art and Carolyn Runcie, Royal College of Art.

EDUCATION

M.A Service Design , Royal College of Art London
- GPA : 3.90
- Coursework: Service Design Foundations, Advanced Methods & Materials, Designing Businesses, Managing Design & Operational Strategy, Social Innovation & Future Services, Implementing & Deploying Services at Scale

Elective certification Behavioral economics , London Business School, London

B.I.D Industrial design , Pratt institute Brooklyn, NY
- GPA : 3.88

SELECT HONORS AND AWARDS

Fellow RSA , 2024 - present; **IDSA Student award finalist ,** 2021; **Philips Service design challenge finalist ,** 2022; **Homeking service design challenge silver medalist ,** 2022; **Presidential scholarship awardee**, 2017-2021; **POP scholarship**, 2019; **UN women CSW 67, 68 delegate**, 2022-present.

LANGUAGES

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