

Prajakta Digamber

Service Designer & Researcher

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PERSONAL STATEMENT

My career as a service designer and researcher sits at a unique intersection: I pair a deep professional foundation in User Experience Design with an MA in City Design from the Royal College of Art and proven capability to navigate complex social ecosystems. I bring 8 years of experience consulting and collaborating with clients in the design field. Rather than viewing my non-linear background as disparate chapters, I leverage it as a cohesive, cross-disciplinary toolkit designed specifically to tackle ambiguous, system-level challenges and make a meaningful impact on people, places, and the planet.

Core skills: Design Thinking | Service Design & Ecosystem Mapping | Wireframing & Prototyping | Agile Design Sprints | Co-Design Workshop Facilitation | Research Planning | Qualitative Research | Ethnographic Fieldwork | User Interviews & Usability Testing | Thematic Analysis & Synthesis | Contextual Inquiry | Urban & Spatial Research | Geopolitical & Policy Research | Cartography & GIS | 3D Photogrammetry | Drone Mapping | Client Consulting | Project Management | Figma | Miro | Adobe CS.

EXPERIENCE

Queen Mary University of London, London - *Consultant Service Designer*

MAY 2026 - PRESENT

- Collaborated within a multidisciplinary team (psychiatrist, health economist, researcher) to co-design and plan strategic focus groups with 20 frontline link workers for a digital Social Prescribing intervention.
- Mapped multiple user flows and stakeholder journey maps to design an early-stage digital prototype alongside a rigorous, evidence-led user research plan.
- Facilitated in-person Usefulness Testing sessions to evaluate platform logic against chaotic, real-world clinical workflows.
- Led iterative design cycles using thematic analysis to translate qualitative feedback into interface improvements, delivering a validated prototype that successfully bridged the gap between messy healthcare workflows and local art services.

Repowering London & Idea Factory Radio, London - *Freelance Designer & Founding Member*

SEP 2023 - ONGOING (ad-hoc)

- Developed an audio-based research methodology (Radio as Research) and managed technical setup of the online community radio in Brixton to evaluate broadcast media as a tool for community engagement.
- Crafted video content for the Creative Energy Exhibition and hosted the "Community Energy" broadcast series to translate urban community solar initiatives into engaging public narratives.
- Delivered comprehensive publication assets, including community share offer documents and impact reports, to support local energy groups and sustainability initiatives across multiple London boroughs.

Royal College of Art—City Design (Academic), London - *Design Researcher*

SEP 2022 - AUG 2023

- Led independent spatial and infrastructure mapping along European borders to analyse how surveillance technology, financial flows, and environmental policies impact public space and urban areas.
- Implemented qualitative fieldwork in sensitive, ambiguous settings using ethnography, 3D photogrammetry, and innovative methods like object and walking probes to gather deep human insights.
- Mapped out complex policy frameworks from media-sourced timelines and identified regulatory grey areas to show how macro-level environmental and healthcare laws disrupt community support systems.
- Synthesised dense legal and spatial data into accessible co-design toolkits, curating a public exhibition with interactive digital maps, audiovisual content, and a dedicated research website.

TimelyAI Technologies, Bengaluru - Lead Product Design & Research Consultant

MAR 2022 - JUL 2022

- Ran qualitative interviews and usability tests to evaluate the existing proof of concept, uncovering key user misalignments that successfully steered a major product pivot toward a business-growth platform.
- Collaborated directly with startup founders to run agile design sprints, prioritising features and translating complex user needs into an impactful MVP mobile application for US gig workers.
- Delivered the end-to-end interface and interaction design for iOS and Android, creating a robust brand identity and design system while working closely with developers to ensure pixel-perfect implementation.
- Established cross-departmental design processes and guidelines for external vendors, and led a beta launch to 250 professionals to capture real-world usage data and validate product-market fit.

Claystack, Singapore (Remote) - Senior Product Designer

SEP 2021 - JAN 2022

- Led an in-house design team and managed external agencies to deliver user flows, responsive interfaces, and gamified trading mechanics for a token-based Web3 game integrated with MetaMask.
- Onboarded over 15,000 new users to the platform and boosted community engagement by 98% on Discord, directly driving a successful testnet launch.

Thence Design Consultancy, Bengaluru - UX Design Guide

JUN 2021 - AUG 2021

- Managed end-to-end product design cycles and contributed to project scoping of multiple projects across multiple domains—including B2B Retail, Sports Engagement, FinTech, and Healthcare—managing everything from initial project planning and ideation to feature prioritisation and final client delivery.
- Ran collaborative design sprints with clients at varying stages of the product lifecycle to align business objectives with user needs while guiding junior designers and setting up team-wide design processes.

Obvious Ventures LLP (Design Consultancy), Bengaluru - Product Designer

MAY 2018 - JUN 2021

- Collaborated in cross-functional teams to deliver end-to-end design solutions for digital products across diverse domains, including FinTech, Healthcare, ranging from zero-to-one MVPs to high-traffic platforms.
- Conducted extensive number of qualitative user interviews and iterative usability tests, synthesising complex research findings using thematic analysis and turning them into actionable insights for clients.
- Co-facilitated collaborative design sprints with multi-disciplinary teams to accelerate feature ideation, define go-to-market strategies, and build interactive prototypes to quickly validate design assumptions.
- Designed high-impact public sector projects with prominent Indian government organisations, including the National Institute of Nutrition and the Food Safety and Standards Authority of India.

EDUCATION & CERTIFICATIONS

Royal College of Art, London - MA City Design (2022 - 2023)

ESRI, Online - Cartography (GIS) (OCT 2025)

NHS England, Online - Behaviour Change Literacy (MAR 2025)

Udemy, Online - City Planning from Ancient Times to Today (AUG 2022)

Symbiosis Institute of Design, Pune - BDes Communication Design (2010 - 2014)

VOLUNTEERING

Southwark Community Energy, London - Community Volunteer (2026 - PRESENT)

Europe Must Act, Across Europe - Advisory Board (2022 - PRESENT)