

# Ishan Vats Jha

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Service Designer with 8+ years of experiences in multi-national companies, design consultancies, government bodies, and startups, leveraging professional, creative and analytical skills in Service Design, Entrepreneurship and Engineering. My job is to help the company choose the opportunity based on a balanced consideration of the extent to which the opportunity fits the needs & wishes of people (desirability), the assets and processes of the company (feasibility) and the performance objectives of the company (viability). Additionally, poses skill set in website development, business development, financial analysis, go to market strategy, manage client relations and structure a sustainable model.

## Timeline

October 2017 - present  
(London, UK)

## Involvement

Service Designer. **Visit my website for detailed description.**

### Blind Aid Charity

- Created a service model to enable the visually impaired people user test with the companies having digital platforms.
- Companies can make their accessibility aspects better and visually impaired get engagement, paid for their time, practice using computers, and gain confidence in day-to-day activities.

### Lend Lease -Elephant Park [UAL Collaboration]

- Lend Lease, the contractor for the park, aimed to develop the in two phases: the current open half of the park and the future park that would fulfill the needs and wants of the local residents.
- Human-centered approach is used to find authentic insights and innovative ideas from the local community that would be the people who will stand to benefit from it

### Camden Council/ European Commission's Joint Research Centre [UAL Collaboration]

- Used Speculative design method with quantitative research, prototyping and iteration to identify a future government policy model.
- The model is going to be displayed in EC-JRC conference in Brussels- 2019

### Lambeth Council/ AgeUK Lambeth [UAL Collaboration]

- Newspaper format pre-screening tool created using double diamond methodology of Service Design: user interviews, shadowing, co-design workshop, persona, stakeholder map, day in the life and prototyping.
- The solution is easy to execute, engages the user group more and cheaper for the council

### Minoxsys Pvt Ltd [UAL Collaboration]

Created My Goals App- an app enabling stroke patients (including visually impaired) to organize their care plan, using some tools such as user journey, business model canvas and service blueprint.

Used Service Design methodology by following double diamond approach to built primarily digital solutions.

- Set KPIs and carry forward design research throughout the design process.
- Work autonomously on discoveries empathetically using tools such as ethnography, shadowing and user interviews.
- Uncovering and articulating deep insights: developed deep insights that helped the team read between the lines and discover needs.
- Prototype with tools such as Sketch and Invision, iterate by testing and co-designing with the

- important stakeholders involved in the project.
    - Act as a bridge between the design team and technical capability of the client.
    - Applied strategic thinking to design, and designed effective & engaging end-to-end experiences that balance user needs, business goals and technical capabilities.
    - Working collaboratively with colleagues and clients in a variety of different ways - solo projects, as part of a collaborative team and co-working with the client in agile teams.
- October 2015 - August 2017 (New Delhi, India)
- Co- Founder and CEO, **CareBuddy (Maverick Eservices Pvt Ltd)**
- Define user experience, user needs by conducting interviews, analysing data and gathering insights. Prototype solutions and test with the user group.
  - Manage a team of 10 on day to day basis and create strategies to improve productivity and efficiency
  - Raised \$50K financial capital from private investors for the in-house mobile application
  - Manage the finances of the company and create a business model while monitoring existing processes and analyzing their effectiveness
  - Hiring employees, overseeing assignment of employees and planning staff development
  - Create concepts for marketing and business development, and see them through successfully
- February 2016 - September 2016 (Santiago, Chile)
- Operations Head (Participant Entrepreneur), **Start Up Chile Accelerator**
- Promote CareBuddy applications in Chile by partnering with the government hospitals of Chile, customising to the user needs of Chilean healthcare system.
  - To create and promote first-aid app for Chilean population using service design and lean method.
  - Account for the grant of USD \$28,000 awarded by the Chilean government for operations in Chile
- September 2013 - October 2015 (New Delhi, India)
- Co- Founder and CEO, **UberHealth for Families**
- Started and developed a concierge care service for the senior citizens from scratch to 100+ clients
  - Applied design thinking concept to create a satisfying service for clients and users
  - Organise the operations, finance, sales, marketing and human resource
  - Acted as a consultant to AgeWell Foundation, a UN-DPI-NGO, for joint campaigns
- October 2011 - August 2013 (Noida, India)
- Senior Executive Marketing Analyst, **Computer Science Corporation Private Limited**
- Assisted senior management to take strong business decisions supported by facts: P&L, forecasts, gap analysis, etc. Thereby, scaling profit of Life and Annuity Insurance division from \$2 billion to \$2.5 billion
  - Create templates in Microsoft Excel to display entire operations in numbers and graphs based on financial crunching and data analytic concepts
  - Market, competitor and SWOT research to enable best decision making by senior management for business development
- August 2010 - October 2011 (Noida, India)
- Associate Software Engineer, **Computer Science Corporation Private Limited**
- Represent the team of 35, in the launch of the mobile version of CSC RISKMASTER IP HAVING 2000+ CLIENTS, an insurance product built on Dotnet and vb languages, SQL database
  - Coordinate and collaborate with Java UI team and the business development team based in USA

## EDUCATIONAL QUALIFICATION

Masters in **Service Experience Design and Innovation** from London College of Communication affiliated under University of the Arts London (Merit) (Sep 2017 - Dec 2018)  
 BTEC in **Electronics & Communication Engineering** from National Institute of Technology Jalandhar, India- C.G.P.A (7.12/ 10) (2006-2010)

## **ASSOCIATIONS AND ACHIEVEMENTS**

- Volunteering with Blind Aid Charity in London, DBS checked (2018)
- Participated in Global Service Jam organized by The BIO Agency consultancy firm (2018)
- \$28,000 grant from Chilean Government for health care app project (2016)
- Certified Incubation Manager by government of India -6 weeks International Training Program (2015)
- Start-Up of the Year in Elder Care (UberHealth) in India by Silicon India magazine (2015)
- 3 months Village Capital Accelerator, USA- Health IT (2014-15)
- 4 months Indian School of Business Design Labs incubation- Design Thinking (2014)
- Finalists in International Start Up Festival 2014 in Montreal, Canada (2014)
- Finalists in Global Webit Congress in Istanbul, Turkey (2014)

**Languages-** [Fluent -English, Nepali, Hindi, Maithili] [Basic- Spanish]

**Tools-** Key Notes, InDesign, Framer, Sketch [Design]

Survey Monkey, Google Forms, Zotero [Research]

Microsoft Excel, HTML, CSS, My SQL, Wix, Squarespace, Webflow [Analytics and Technical]

Trello, Slack, Asana [Project Management]

**Hobbies-** Cricket, Adventure Sports, Travelling, following Start-Up stories, philosophy by Ayn Rand

-Ishan Vats Jha