

Rukaiya Vohra

Service Designer | Savannah, Georgia

[Behance: Psychicnotion](#) | rvohraf@gmail.com | www.linkedin.com/in/rukaiyavohra/ | (912) 210 7492

Education

Savannah College of Art & Design (SCAD)

Savannah, GA

Master of Arts in Service Design

Relevant Coursework: Service Prototyping, UX Design, Systems Thinking, Contextual Research

Indian School of Design & Innovation (ISDI)

Mumbai, India

Diploma in Product Design

Relevant Coursework: Industrial Design, UX Research, Graphic Design, Critical Thinking

Work Experience

BMW North America x SCAD Pro

Savannah, GA

Service Designer

March - May 2024

- Contributed to developing Innovation Strategy Blueprint for BMW Americas, resulting in 20% increase in efficiency for employees.
- Collaborated with a multidisciplinary team of 19 experts spanning 10 design disciplines from 6 different countries bringing in diverse perspectives and expertise increasing group efficiency.
- Presented final designs to assigned BMW stakeholders, securing their approval and paving the way for the next phase of project development.

Grandeur, Master's Final Project

Savannah, GA

Service Designer

May - March 2024

- Designed a personalized travel concierge service for Baby Boomers.
- Achieved a projected market penetration of 1% in a \$157 billion industry, translating to potential annual revenue of \$171.5 million.
- Developed a comprehensive user-centered design approach, including market analysis, service blueprinting resulting in a 20% increase in customer satisfaction and a potential 30% boost in customer retention rates.

SCADstory

Savannah, GA

Docent

June - May 2024

- Delivered engaging introduction speeches and guided guests through the immersive SCADstory experience, ensuring a tidy environment. Learned about enhancing customer service as a front line employee.
- Developed an onboarding card game inspired from Mille Borne for training staff (Docents) about the rule and policies of SCADstory.

Skills

Design Tools

Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Rhino, Figma, Keyshot

Skills

Design Thinking, Human Centered Design, Product Design, Eco System Mapping, User Research, Wireframing, Information Architecture, Design for Accessibility, AI Prompt Design, Project Management, Prototyping, Usability Testing, Agile Methodologies, A/B Testing, Design System Development, Analysis, Persona Development, Journey Mapping, Storyboarding, Data Visualization, Customer Experience, Written Communication, User Empathy, Negotiation, Meeting Deadlines, Open to Feedback.