



**VIDIHIKA  
KHANNA**

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## EXPERIENCE

### SERVICE DESIGNER | TRUIST FINANCIAL CORPORATION

January 2022 - Present | Charlotte, NC, USA

Lead research with partners and teammates to analyze client experience and systems using Human-centered design methods, including facilitation of multiple workshops. Produced deliverables such as customer & employee journey maps, service blueprints, empathy maps, archetypes, process flows, and concepts for both Personal and Corporate Banking at a micro and macro level.

### SERVICE DESIGN INTERN | ADVENTHEALTH

September 2021 - December 2021 | Orlando, FL, USA

Assembled, generated, and conducted empathy research, facilitated multiple co-creation workshops, and visualized insights to form a strategy, to improve nurse retention by creating a strong internal nursing brand within AdventHealth.

### SENIOR EXPERIENCE DESIGNER | ANCHOR POINT COLLECTIVE INC.

July 2021- September 2021 | Savannah, GA, USA

Spearheaded the development of 'MilNil.' A startup enabling local college athletes to capitalize from their name, image, and likeness. Lead a team of ten to develop and create service structures, cost brackets, and web/mobile UI.

### JUNIOR INNOVATION CONSULTANT | MJV INNOVATION & TECHNOLOGY

March 2021 - May 2021 | Savannah, GA, USA

Designed new internal products and services for MJV and assisted with various design thinking and gamification projects. Furthermore, I supported internal teams with story-boarding business proposals for clients like Coca-Cola.

### UX DESIGNER WORK STUDY | SCADPRO

June 2020 - January 2021 | Savannah, GA, USA

Administered construction of SCAD's incubator program via visualizing insights from research and affinity mapping of prospective students' experiences.

### UX DESIGNER CONTRACT WITH SCADPRO | PHILIPS HEALTHCARE

January 2020 - March 2020 | Savannah, GA, USA

Collaborated with a multidisciplinary team to create solutions for elderly patients in suburban America, utilizing contextual and ethnographic research methods. Engineered IoT and AI, encompassing VR solutions for patients undergoing physical therapy. The project is currently under development.

### SERVICE DESIGN INTERN | SOUTH MAGAZINE

September 2019 - November 2019 | Savannah, GA, USA

Strategized and implemented a future state employee journey and design cycle for South Magazine using various tools like journey mapping, ecosystem mapping, etc.

## AWARDS

### PROJECT NIMBUS: AN AUTONOMOUS RECREATIONAL VEHICLE

- Indigo Design Award, 2021 | Silver in UX, Interface & Navigation
- European Product Design Award, 2021 | Student Winner in Transportation
- C2A Creative Communication Award, 2020 | Best of Best in User Exp/UI&UX Design
- San Francisco Design Week, 2020 | Student Winner in Travel & Hospitality

### PROJECT LUMOS: UNDERSTANDING GRIEF | DESIGN FOR SOCIAL CHANGE

- European Product Design Award, 2020 | Student Winner in Design for Society
- Indigo Design Award, 2020 | Gold in Non-Professional Interactive Design

## EDUCATION

### SAVANNAH COLLEGE OF ART AND DESIGN

B.F.A Major Service Design		Graduation:
B.F.A Major UX Design		May 2021
B.F.A Minor Graphic Design		Deans List:
B.F.A Minor Art History		2017-2021

## LANGUAGES

English  
Dutch  
Hindi

## SOFTWARE

Miro  
Figma  
Sketch  
Framer  
Principle  
Rhino 3D  
Adobe Suit  
InVision Studio  
Origami Studio

## SKILL

Story Telling	Personas
Service Mapping	Branding
Systems Thinking	Facilitation
Data Visualization	Blueprinting
Journey Mapping	Wire Framing
Rapid Prototyping	Data Synthesis
Contextual Research	Story Boarding
Agile Methodologies	Product Design
Ethnographic Research	Usability Testing

## ACHIEVEMENTS

### UX DESIGNER | LIVING PERSONA, 2023

UI developer for a Chat GPT 3.5 run tool.

### UX DESIGNER | TRUIST SD SUMMIT, 2022

Created physical & digital branding artifacts.

### UX DESIGNER | SDN GLOBAL CONF, 2021

Built the event website for the Service design virtual global conference in October.

### PANEL OPENER | FAST COMPANY INNOVATION FESTIVAL, 2020

Forum: Designing a better future after COVID-19 | 8th October.