

# MANCHIT RAJANI

## CONTACT

✉ manchit.245@gmail.com

☎ +1 682-375-7872

in linkedin.com/in/manchit-rajani

🌐 www.manchitrajani.com

## EDUCATION

### Carnegie Mellon University

December 2018

Master of Integrated Innovation for Products and Services

### DYPDC Center for Automotive Research and Studies

July 2012

Post Graduate Diploma in Automobile Design

### VES Institute of Technology – University of Mumbai

May 2010

Bachelor of Engineering (B.E) - Instrumentation

## SKILLS

### User Research

Interviews  
Observations  
Contextual Inquiry  
Surveys  
Heuristic Analysis  
User Testing

### Methods and Tools

Ethnographic Research  
Workshop Facilitation  
Journey Maps  
Personas and Scenarios  
Stakeholder Maps  
Co-design  
Service Blueprints  
Business Model Canvas  
Value Proposition Canvas  
Sketching  
Storyboarding  
Wireframing  
Low Fidelity Prototyping

### Software Applications

Adobe Creative Suite  
Figma  
Mural  
Microsoft Visio

### Interests

Travel, Soccer, Cars, Biking

## Service Design | UX Design | User Research | Design Strategy

“T-shaped designer and creative strategist specializing in using human-centered design tools in cross-functional environments to solve for complex problems. Passionate about uncovering latent human needs and developing actionable insights to create holistic solutions that satisfy business needs and enhance user experience.”

## PROFESSIONAL EXPERIENCE

### Highmark Health

#### Lead Experience Designer

Pittsburgh, PA  
July 2019 - Present

- Designed at Operating model and created a service blueprint to pilot, implement, and scale a solution to reduce patient leakage by 13% and generate \$50 million in revenue
- Conducted user research and created service blueprints for a patient referral solution to optimize appointment scheduling at point of care
- Created system and process maps to propose a solution that provides Next Best Action suggestions to clinicians to drive adoption of population health programs

### Senior UX & Design Analyst

- Conducted user research, created wireframes, and service blueprints for omni-channel solutions to help clinical teams perform targeted outreach to patients which increased engagement scores by 22%
- Conducted interviews and facilitated workshops to create strategies for an insurance solution that can save a member a minimum of \$172 per year
- Created service blueprints to inform the redesign of the member experience for an insurance buy up that reduced cost of care by 2.3% per member per month
- Facilitated workshops to uncover user needs and created wireframes for an automated solution that reduced time to create new insurance networks by 50%
- Proposed and implemented design strategies, best practices, and organization models for a \$180 million digital transformation project

### Smart Hammer Innovation (Accelerator Program) Design & Innovation Strategy Consultant

Pittsburgh, PA  
Feb 2019 - May 2019

- Strategized User Research, ideated concepts, and prototyped a solution to enhance sleep quality for parents with newborn infants and presented findings to the client (Philips)
- Created personas, storyboards, and wireframes for designing a sleep tracker application

### Highmark Health

#### Innovation Intern - Strategy & Transformation Office

Pittsburgh, PA  
June 2018 - Aug 2018

- Executed and facilitated interviews, online surveys, brainstorming sessions, and co-design workshops for solutions to improve nurse retention rates
- Led user research and ideation to propose features and recommendations around optimal mobile workstation configurations for future builds and refurbish projects.
- Drafted scoping documents, project plans, design briefs, method boards, service blueprints, and reports to manage project implementation

### Beestudio India Pvt. Ltd.

#### Design Intern | Designer | Design Manager

Pune, India  
Sept 2012 - June 2016

- Led the team to design electric microcar concepts and build a 1:5 scale model
- Conducted interviews, market research, created moodboards, and developed concept sketches for a compact SUV for Suzuki - went into production in 2016
- Designed seating solutions for a Light Commercial Vehicle for the CVG Inc - went into production in 2014

## AWARDS, CERTIFICATIONS, & OTHER EXPERIENCE

- LUMA Institute - Practitioner of Human-Centered Design March 2020
- Co-Founder of DesignX – an enterprise wide initiative at Highmark Health to promote design and strengthen the design community within the organization Oct 2019
- Reimagining Package Delivery to Improve Driver Experience (Capstone Project sponsored by Trucklite) - Received intent to Patent Notification Spring 2018
- Design Manager - Client Experience at Connect 4 Expo Ltd. Aug 2016 - Feb 2017
- Visiting faculty - Transportation Design - Symbiosis School of Design Nov 2014 - Nov 2015