

MAITREYI MANDREKAR

Service Designer | Visual Communication Designer

+44 75536 84409
maitreyi.mandrekar@gmail.com
[linkedin.com/in/maitreyi-mandrekar](https://www.linkedin.com/in/maitreyi-mandrekar)
[@maitreyi.mandrekar](https://www.instagram.com/maitreyi.mandrekar)
www.maitreyi-mandrekar.com

ABOUT ME

Service designer with a background in Visual Communication and over three and a half years of experience delivering research-led projects across healthcare systems, FMCG, sustainability and social impact, within consulting, design agencies and start-up environments. Currently completing an MA in Service Design at the University of the Arts London, with a growing practice in qualitative research, systems thinking and translating complex stakeholder needs into practical service interventions.

EDUCATION

University of the Arts London | London, United Kingdom | MA Service Design | 2025 - 2026

University of Antwerp | Antwerp, Belgium | Summer School | Service Design for a Social City | 2026

MIT institute of Design | Pune, India | Bachelors in Design (BDes) | Graphic Design | 2018 - 2022

WORK EXPERIENCE

**University of the Arts London (Project partners: Natspec, Portland College) –
Final Major Project | Nottingham, UK | July 2026 to Present - User Researcher/Service Designer**

Independent research project investigating why new instructors leave specialist SEND (Special Educational Needs and Disabilities) colleges early, so the sector can design better induction and retention support.

- Engaged 19 stakeholders across the specialist SEND and further education ecosystem through 1:1 interviews, journey mapping and co-discovery workshops, spanning 8 distinct sector roles - including an FE provider CEO, educators, SEND school and tutoring staff, a recruitment consultant and a college Principal - to build a cross-functional picture of retention pressures.
- Designed and applied a journey mapping framework with 3 educators to pinpoint exactly where confidence, support and belonging break down over an instructor's career.
- Facilitated a co-discovery workshop with 9 teachers from a specialist post-16 FE provider, surfacing first-hand insight on support gaps, knowledge-sharing and what sustains educators long-term.
- Built sector relationships through direct engagement with Natspec's HR Network, connecting the research to real-world HR practice across specialist FE providers.

Createlli - International Design Sprint | Antwerp, Belgium | June 2026 – July 2026 - Service Designer

One-week international design sprint developing a participatory method to engage teenage girls in redesigning their local playground.

- Co-designed a participatory research method for engaging teenage girls in playground redesign, working within a multidisciplinary international team.
- Conducted on-site ethnographic research and interviews with teenage girls, converting first-hand accounts into concrete design requirements.
- Rapidly prototyped and iterated the co-creation format across 3 live testing sessions, refining the method based on direct participant feedback.
- Produced the facilitation guide and workshop visual materials used to run the method, using visual storytelling which led to an increase in participant engagement.

Vanga Evangelical Hospital | DRC (remote) | April 2026 to June 2026 - Service Designer

Remote service design project addressing inconsistent antenatal support in Kwilu Province, DRC, where pregnant women and nurses lacked a shared way to discuss birth-planning options.

- Led remote community-engagement research across 4 villages in Kwilu Province, gathering input from local health centres and women and families to map gaps in antenatal communication.
- Collaborated cross-functionally with industrial designers and a clinical research team (led by Dr Mudji, Oxford) to translate medical and behavioural insight into design requirements.
- Co-designed the "Pregnancy Pathway Kit," enabling structured birth-pathway conversations that resulted in a formal endorsement from an Oxford-convened panel of health-systems experts.
- Presented the intervention at the University of Oxford's Health Systems Collaborative workshop, incorporating expert feedback from healthcare and systems-design specialists into the final design.

Tower Hamlets Community Voluntary Sector (THCVS) & Women Inclusive Team (WIT) | London, UK | Sep 2025 to Jan 2026 - Service Designer

Service design project addressing the lack of tools for Somali women in Tower Hamlets to process and communicate difficult emotions at home.

- Conducted primary user research with 30 women in Tower Hamlets to identify key barriers to accessing perinatal mental health support.
- Facilitated co-design workshops at WIT, translating lived experience directly into actionable service design opportunities.
- Co-designed, visually developed and user-tested "Hear Me Out," an at-home toolkit supporting Somali women to communicate emotional needs to partners.
- This resulted in WIT adopting the concept for continued development and iteration. A direct evidence of stakeholder buy-in and real-world impact beyond the length of the project.

KPMG | Mumbai, India | Dec 2023 to May 2025 - Executive Graphic Designer

- Designed client-facing proposals and executive presentations for 50+ clients, translating complex business data into clear, persuasive visual narratives that helped the firm win over 30 proposals and pitches.
- Created reusable design templates and visual systems adopted across the design team, improving output consistency and reducing production time on recurring deliverables.

Elephant Design | Pune, India | Aug 2022 to Dec 2023 - Associate Graphic Designer

- Delivered branding, packaging, print, information design and UI/UX projects across multiple leading Indian brands, including ITC, Reliance, Vadilal and Sunfeast and more.
- Translated client research and business strategy into commercially viable design solutions, working directly with brand and marketing stakeholders.

SKILLS User-centred research, co-design, workshop facilitation, stakeholder engagement, journey mapping, service blueprinting, systems thinking, insight synthesis, prototyping, testing, cross-functional collaboration & visual storytelling.

EXPERTISE AND SOFTWARES

Research & design: Miro, Figma, **Visual & graphic design:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Procreate, **3D & motion:** Adobe Dimension, Blender, Adobe After Effects, Adobe Premiere Pro, **Web & prototyping:** Wix Editor, Wix Studio, Framer
Productivity: Microsoft Word, PowerPoint

RECOGNITION

- Featured by Binge Daily and Mumbai Live for a COVID-19 relief app.
- Recognised by Packaging of the World and Pentawards for 'Oat Haven' packaging design.