

Hi, I'm **aditi wagh**.

I am a **strategic service designer**. I co-create equitable solutions, tools, and new knowledge to drive systemic change.

www.aditiwagh.com
(437) 774 8841
aditiwagh@outlook.com

experience

INNOVATION DESIGNER / The Innovation Lab, City of Calgary
DEC 2024 - FEB 2026 | Social Disorder & EDIB

- Drove the design cycle to reduce social disorder in a high-traffic recreation hub (400,000+ annual visits), developing solutions that shift service delivery from transactional to relational models through evidence-based insights and engagement with Calgarians.
- Design and facilitate co-creation workshops, retrospectives, and accelerators, to strengthen innovation capacity and collaboration across city staff.
- Advance annual OKRs by supporting 'Working out Loud' practices that strengthen knowledge sharing, collective brain trust, and create visibility across projects and practice areas.
- Support project Monitoring, Evaluation, and Learning (MEL) by co-developing theory of change and defining measurement parameters to track progress and demonstrate impact.

INDEPENDENT CONSULTANT / Project Concern International
JUL 2023 - APR 2024 | Health, Nutrition & Systems Strengthening

- Led design and facilitation of workshops with 40 district managers, to extract insights, translate complex research into blueprints and visual frameworks to guide client decision making.
- Authored two playbooks disseminated across 30 states, equipping state teams with replicable, scalable models to integrate food and nutrition initiatives into development programs.

SENIOR DESIGN MANAGER / Vihara Innovation Network
SEP 2022 - MAR 2023 | Health Equity, COVID-19 Immunization & Gender

- Directed research design, client liaison, and IRB ethical protocols for a child health initiative in tribal communities across two states.
- Oversaw the development of hybrid digital modules on gender equity, scaled across 70 colleges in three states; supported concept research, storyboarding, MEL, and team capacity building.
- Forged cross-sector partnerships and led Business Development for Family Health vertical, driving organizational outreach and growth.

SERVICE DESIGN LEAD / Vihara Innovation Network
OCT 2021 - AUG 2022 | COVID-19 Immunization & Health Equity

- Managed end-to-end delivery of a vaccine access and uptake project across 10 districts, impacting 249,002 citizens through improved service delivery mechanisms and equitable inclusion.
- Facilitated co-design sprints with government and community partners, leading research, systems mapping, gap analysis, service blueprinting, prototyping, user testing, and implementation.
- Developed protocols to capture concurrent learnings and crafted knowledge products to share actionable insights with system actors.

education

MA, SOCIAL DESIGN | MAY 2019
Maryland Institute College Of Art - MICA,
Baltimore | Maryland

MA, MASS COMMUNICATION | APR 2012
Symbiosis International University - SIMC,
Pune | India

BA, SOCIOLOGY | APR 2010
The Maharaja Sayajirao University of Baroda,
Vadodara | India

certifications

AI for Designers IxDF | FEB 2026 - PRESENT
Indigenous Canada | AUG 2024 - PRESENT
AODA Training | DEC 9, 2023

skills

RESEARCH + IDEA BUILDING

Design Research + Systems Thinking
Data Synthesis + Evidence Based Design
Facilitation + Rapid Prototyping
Visualization + Knowledge Mobilisation

MANAGEMENT + COLLABORATION

Project Planning + Agile Project Delivery
Team Management + Capacity Building
Community Co-design + Client Relations
Strategic Communications + Storytelling

tools

DESIGN + AUDIOVISUAL

InDesign + Illustrator
Premiere Pro + iMovie

RESEARCH + SYNTHESIS

Mural + Miro
Mentimeter + Qualtrics

GENERATIVE AI

Copilot + ChatGPT
Claude + Ideanote

experience

DESIGN RESEARCHER / Maryland Institute College of Art

OCT 2019 - MAY 2020 | Academia, Cultural Humility & Thesis Extension

- Interviewed 6 faculty, 20 international students, and 8 staff members, co-creating journey maps to uncover decision-making behaviors, service touch points, and opportunities for culturally inclusive, student-centered institutional practices.
- Led needs analysis, co-designed solutions, and facilitated training for 100+ administrative and pedagogy staff — translating insights into practical, resource-efficient tools to cultivate belonging in educational ecosystem.

SOCIAL DESIGN FELLOW / Scene Health

NOV 2018- APR 2019 | Digital Health & Medication Adherence

- Led mixed-methods user research including interviews with 20 patients and 5 healthcare providers, personas, empathy mapping, competitive analysis, and surveys to define strategic opportunities and future direction for a D2C digital health product.
- Developed the ASPT framework (Autonomy, Support, Privacy, Transparency) and delivered actionable recommendations to shift the application toward a patient-centred, user-driven model.

DESIGN RESEARCHER / MICA X Johns Hopkins School of Nursing

AUG 2018-DEC 2018 | Community Aging & Training Transformation

- Applied design methods such as empathy interviews, AEIOU analysis, analogous inspiration, and journey mapping to uncover staff needs, and key service touchpoints across the program ecosystem.
- Co-facilitated ideation, developed and tested prototypes, and delivered actionable recommendations that strengthened staff training and ensured client-centred values were upheld as the program scaled globally.

COMMUNICATIONS MANAGER / Prerana Anti-Trafficking

JUL 2017 - JUL 2018 | Human Trafficking & Social Inclusion

- Directed strategic communications and knowledge mobilization to institutionalize brand identity and establish the organization as a leading thought partner in the South Asian anti-trafficking movement.
- Built a digital resource center curating decades of learnings and best practices into 25+ IEC products through collaboration with teams, donors, partners, and community actors.

SR. COMMUNICATIONS OFFICER / WOTR

JUL 2014 - AUG 2016 | Climate Change, Health & Agriculture

- Developed annual communication strategy and engaged with private, government, and civic partners to gather insights, and identify intervention areas.
- Produce knowledge artefacts such as case studies, insight reports, policy briefs, etc. that translated complex evidence into compelling narratives for diverse stakeholder audiences.

speaking engagements

Research Protocol Development & Ethics
Vihara Innovation Network | MAR, 2023

Approaches to Cultural Humility
Maryland Institute College of Art | JAN, 2020

Cultural Humility & Communications
Maryland Institute College of Art | JAN, 2020

Human Trafficking & Destination Crimes
The M.S. University of Baroda | DEC, 2020

Creating Spaces for Agency & Inclusion
AICAD Symposium | NOV, 2019

community service

CO-FOUNDER & PEDAGOGY / Olakh

DEC 2012 - MAR 2014 | Social Equity & Education

- Designed a program called 'Goonj' to create an inclusive learning space for 50+ underprivileged children.
- Provided supplementary education and life-skill training using innovative non-traditional teaching methods.