Hi, I'm aditi wagh.

SERVICE DESIGNER

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experience

INNOVATION DESIGNER / The Innovation Lab, City of Calgary

DECEMBER 2024 – FEBRUARY 2026 | Social Disorder & Service Improvement

- Applied human-centered service design to address social disorder at a recreation facility serving 400,000+ annual visits, using stakeholder research and journey mapping to identify opportunities to improve safety, belonging, and service delivery.
- Standardized 17 social disorder incident categories into 10 shared definitions and worked with Monitoring, Evaluation and Learning (MEL) to define Power BI dashboard requirements, supporting consistent reporting and trend identification.
- Facilitated co-design and ideation with recreation staff and community stakeholders, narrowing 50+ ideas to seven concepts and three prototype directions for management review.
- Co-developed a Theory of Change and success measures for prototype evaluation, contributing to three-week Agile sprints, backlogs, and retrospectives.

INDEPENDENT CONSULTANT / Project Concern International (PCI)

JULY 2023 – APRIL 2024 | Health, Nutrition & Systems Strengthening

- Designed and facilitated knowledge-capture workshops with 40 district leads to document implementation experiences, challenges, and best practices.
- Authored two playbooks distilling program learnings into approaches and frameworks to inform program design and implementation across 28 states.

ASSOCIATE SENIOR MANAGER, KNOWLEDGE & LEARNING / Vihara Innovation Network

SEPTEMBER 2022 – MARCH 2023 | Research, Digital Learning & Health Equity

- Supervised and mentored a team of 10 across two projects, developing reusable research tools and templates while strengthening practices in ethnographic research methods and research ethics.
- Contributed research, narrative development, and storyboarding for hybrid digital gender-equity training modules; created a knowledge, attitudes, and practices (KAP) measurement framework and provided input on teacher and student experiences within a learning management system (LMS) planned for 70 colleges across three states.
- Directed the Family Health vertical, shaping strategic priorities and contributing to proposals for funders and partners; six of seven proposals submitted resulted in funded projects.

SERVICE DESIGN LEAD | PROJECT MANAGER / Vihara Innovation Network

OCTOBER 2021 – AUGUST 2022 | COVID-19 Vaccine Access & Uptake

- Managed end-to-end delivery of a vaccine access and uptake initiative across 10 districts, applying field research, systems mapping, and service blueprinting to identify barriers across the vaccination journey.
- Facilitated co-design with government and community partners, translating research into service interventions that were tested and iterated with frontline workers and beneficiaries before implementation across 10 districts and 500 villages, reaching 249,002 people.
- Established protocols to capture emerging implementation learnings and produced knowledge products to inform adaptation, support scale-up, and guide decision-making by system actors.

education

MA, SOCIAL DESIGN | MAY 2019

Maryland Institute College of Art (MICA)
Baltimore, Maryland

MA, MASS COMMUNICATION | APRIL 2012

Symbiosis International University (SIMC)
Pune, India

BA, SOCIOLOGY | APRIL 2010

The Maharaja Sayajirao University of Baroda
Vadodara, India

skills

RESEARCH + SYNTHESIS

Mixed-Methods Research
Research Protocols & Ethnography
Data Synthesis & Triangulation
Evidence-Based Recommendations

DESIGN + PROTOTYPING

Systems Thinking & Journey Mapping
Process Mapping & Service Blueprinting
Rapid Prototyping & Evaluation Frameworks

FACILITATION + COLLABORATION

Co-design & Workshop Facilitation
Stakeholder Engagement
Cross-Functional Collaboration
Project Planning & Agile Delivery

COMMUNICATION + KNOWLEDGE SHARING

Storytelling & Visualization
Knowledge Translation & Management
Strategic Communications & Client Relations

experience

DESIGN RESEARCHER / Maryland Institute College of Art (MICA)

AUGUST 2019 – MAY 2020 | Cultural Humility & Thesis Extension

- Conducted interviews with six faculty members, 20 international students, and eight staff members, co-creating journey maps to identify student decision-making behaviors, service touchpoints, and opportunities to improve the student experience.
- Assessed needs among 100+ administrative and teaching staff and created practical, resource-efficient tools to strengthen student-centered practices.

SOCIAL DESIGN FELLOW / Scene Health

NOVEMBER 2018 – APRIL 2019 | Digital Health & Medication Adherence

- Led mixed-methods UX research with 20 patients and five healthcare providers, using interviews, surveys, personas, empathy mapping, and competitive analysis to understand medication-adherence experiences and identify opportunities for a digital health platform.
- Developed the patient-centered ASPT framework (Autonomy, Support, Privacy, Transparency) and presented research findings and recommendations to leadership and the product team to inform the platform's direction.

DESIGN RESEARCHER / MICA × Johns Hopkins School of Nursing

AUGUST 2018 – DECEMBER 2018 | Community Aging & Training Transformation

- Investigated the staff training process through empathy interviews with staff and leadership, contextual inquiry, fly-on-the-wall observation, and AEIOU analysis; conducted telephone interviews with patients and seniors to understand their experiences and needs.
- Synthesized findings into personas, journey maps, and opportunity areas; co-facilitated ideation, developed and tested prototypes with the team, and recommended improvements to staff training, collaborative practice, and program scalability.

COMMUNICATIONS MANAGER / Prerana Anti-Trafficking Centre

JULY 2017 – JULY 2018 | Human Trafficking & Social Inclusion

- Built the information architecture and sitemap for a WordPress digital resource center, collaborating with UX designers on content structure, navigation, and labeling to make research, case studies, best practices, and practitioner resources easier to find.
- Managed content for a digital resource center curating 25+ knowledge products and coordinated communications with project teams, partners, and community stakeholders to support the organization's policy advocacy work.

SENIOR COMMUNICATIONS OFFICER / Watershed Organisation Trust (WOTR)

JULY 2014 – AUGUST 2016 | Climate Change, Health & Agriculture

- Engaged communities, subject-matter experts, and government and private-sector stakeholders across seven states to gather insights, document initiatives, and identify priority intervention areas.
- Produced knowledge products, including case studies, insight reports, and policy briefs, making complex field evidence accessible to diverse audiences.

COMMUNICATIONS CONSULTANT / Voniz Inc.

MARCH 2012 – JULY 2013 | Digital Platform & Content Design

- Led content design for a networking website, contributing to task-based user testing while refining menu labels and feature naming to make the platform easier to understand and navigate.

tools

Miro + Mural
Google Surveys + Dovetail
Figma (Basic)
Adobe Illustrator + InDesign
Claude + ChatGPT + Copilot
Gamma + Ideanote

certifications & learning

AODA Training
DECEMBER 2023

Indigenous Canada | University of Alberta
OCTOBER 2026 – PRESENT

community engagement

CO-FOUNDER / Goonj (Olakh)

DECEMBER 2012 – MAY 2014

Co-founded a peer-led volunteer initiative with five youth volunteers, delivering supplementary English, career guidance, and life-skills workshops.