

# RAMMA PANDE

Lead User Researcher and Strategist | Service Design Research | Contract

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## PROFILE

Lead user researcher and strategist with 12+ years of experience shaping user-centred products, services, and business strategies. Combines research insights, systems thinking, and innovation practice to identify evidence-based opportunity areas and drive clear, actionable direction for product and delivery teams. Known for calm, considered leadership in ambiguous problems, bringing both a creative instinct and analytical rigour to every challenge.

- **Research directly drove a national platform redesign at Digital Catapult** - contributed to a 60% increase in engaged sessions and a 129% increase in page scrolls.
- **Advised 250+ organisations across sectors** on product, service, and brand strategy through consultancy practice Wizdumb.
- **Lead at Compost Collective**, securing £30k+ in funding and leading the delivery of a live CompoStation at Here East, diverting 200kg of food waste every month.
- **Delivered insight-led programme improvements at UAL** - presented research findings to course management, shaping programme structure and student experience initiatives.

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**Research & Methods:** Qualitative Research · Mixed Methods · Thematic Analysis · Data Analysis · User Testing & UAT · Discovery Research · Insight Synthesis · Research Planning & Strategy

**Strategy & Design:** Service Design · User Journey Mapping · Systems Thinking · Opportunity Framing · Strategic Roadmapping · Prioritisation · Workshop Design & Facilitation · Problem Framing

**Leadership & Influence:** Team Leadership and Mentoring · Stakeholder Engagement · Insight Communication · Evidence-based Decision Making · Cross-functional Collaboration

**Tools:** Jira · Figma · Mural · Hotjar · Google Analytics · Miro · Adobe Suite · Notion · Canva

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## EXPERIENCE

### London, UK

**User Advocate & Researcher, Digital Catapult** (Contract · July 2025 – Present)

Led user research and engagement strategy for the Digital Supply Chain Hub (DSCH), a national Innovate UK-funded platform serving over 1,400 users and 200+ businesses across Aerospace, Technology, and Agri-Food sectors.

- **Research directly drove the DSCH platform redesign** - 20 qualitative interviews and 237 pages of analysis identified critical engagement gaps, leading to restructured community forums and a new Funded Opportunities Aggregator feature. Outcomes included a 60% increase in engaged sessions and a 129% increase in page scrolls.
- **Led end-to-end research for the Northern Ireland Regional Supply Chain Cluster** - produced an Insights & Opportunities report defining strategic themes, directly shaping a two-stage platform delivery plan and informing the development of collaboration and task-tracking tools for the Regional Hub.
- **Developed and executed a multi-method research programme** - combining surveys, direct outreach, and UAT across both DSCH and NI platforms to surface core insight themes, validate functionality, and ensure platforms met user and stakeholder needs prior to release.
- **Contributed to redesigning the user registration journey** - simplified a complex sign-up process, improving usability and enabling more structured data capture to support platform personalisation and engagement.
- **Guided team members** on qualitative methods, interview techniques, workshop facilitation, and insight synthesis through continuous feedback loops to inform sustained platform improvement.
- **Translated findings into actionable delivery** - produced stakeholder-ready outputs informing feature requirements, user stories, acceptance criteria, and UAT planning in Jira.

### **Service Design Research Coordinator, Central Saint Martins, UAL** (Contract · Feb. 2025 – June 2025)

Led a qualitative research programme to improve the student experience across a Master's course.

- **Research directly shaped programme development** - presented findings to course management, informing changes to programme structure, delivery, and student experience initiatives.
- **Conducted end-to-end qualitative research** across 30+ students and staff, producing user journeys, and thematic analysis to surface friction points and opportunity areas.

### **Co-founder, Compost Collective** (Part-time · Feb. 2024 - 2026)

- **Secured £30k+ in funding** - owning the full funding strategy and proposal development.
- **Led planning and delivery of a live 'CompoStation' at Here East** - validated the product in a real-world context, diverting 200kg of food waste monthly and saving approximately 1.44 tonnes of CO<sub>2</sub>e annually.
- **Designed and facilitated workshops and activations** across schools, universities, and organisations - including a six-week systems thinking programme for 50 Year 5 students and multiple community engagements, reaching over 150+ participants.
- **Owned strategic roadmap and prioritisation** - balanced impact, feasibility, and financial viability across delivery, partnerships, and funding workstreams.

### **India**

#### **Founder, Wizdumb** (Full-time · 2013-2023) **Brand Strategy | Design | Marketing**

Founded and scaled a multidisciplinary strategy and design consultancy from the ground up, growing to a team of 12 and competing successfully against long-established agencies in a mature market.

- **Built and led a team of 12 creatives** - established mentorship programmes for interns and junior staff, fostering a culture of learning and professional development across the agency.
- **Diversified service offering to win larger clients** - developed in-house capabilities across brand strategy, web development, and wayfinding systems over 10 years, directly enabling the agency to secure larger, more complex projects including work with Hewlett-Packard and Yoga Bar.
- **Led discovery, problem framing, and stakeholder engagement** across 250+ client engagements in education, FMCG, energy, hospitality, and real estate - translating complex business and user needs into actionable strategy and solutions.

## **EDUCATION (London, UK)**

### **MA Innovation Management - Central Saint Martins, UAL** (2023-2025)

#### **Graduated with Distinction**

- Award: 'Outstanding Student Contribution to Community'

#### **Certifications**

- Certified Carbon Literate - Carbon Literacy Project (2025)