

# KAMAKSHI ARORA

Philadelphia, PA | 914-536-6920 | kamarora96@gmail.com | [LinkedIn](#) | [Portfolio](#)

Behavioral and service designer with 5+ years improving social-impact services across child welfare, public health, and transportation.

## EXPERIENCE

---

**Behavioral Design Fellow** | First Principles Lab

Remote | Aug 2025 – Jan 2026

- Conducted mixed-methods research with a fellowship team: Southern Railways (Kerala, India) incident data analysis (2020–2024), stakeholder interviews (20+ passengers, RPF (Railway Protection Force), frontline staff), and secondary sources. Applied SUTE, PESTEL, and COM-B frameworks to surface systemic drivers.
- Synthesized findings into journey maps, empathy maps, and behavioral personas; co-developed intervention recommendations for Southern Railways stakeholders.

**Service Designer** | Achieving Reunification Center (ARC)/Urban Affairs Coalition

Philadelphia, PA | May 2021 – Present

Parent Support Specialist → Project Coordinator → Data Manager

- Introduced service design methodology to ARC. Led weekly strategy meetings using user needs statements, service maps, and live data to align decisions across programs.
- Conducted user research with staff and parents; created ARC's first journey maps and service blueprints, demonstrating to leadership how policy decisions affected staff workload and parent drop-off.
- Applied behavioral design to enrollment: A/B tested reminder timing/content, identified friction points, and launched "Parent Mondays" to embed data auditing into staff routines. Meeting show rates improved from 55% to 65%.
- Led implementation of PHMC (Public Health Management Corporation) behavioral science pilot: staff training, process adaptation, database updates. Work featured in a published PHMC report.
- Designed workflows, self-referral channels, and dashboards in Penelope based on staff and leadership needs—reducing manual entry by 60%, referral processing time by 20%, and enabling supervisors to catch at-risk parents quicker.
- Established ARC's first evaluation infrastructure: set organizational metrics and led data interpretation workshops for staff and leadership.

**Project Designer** | Sahiyo

Remote | 2020 – Present

Social Media Intern → Project Designer (freelance)

- Conceptualized and illustrated "Scenarios with Sahiyo" educational comic series and animated "Dear Maasi" advice column assets—making FGM/C (Female Genital Mutilation/Cutting) accessible through visual storytelling.
- Designed three research publications translating scholarly findings into visual formats for advocates and educators.
- Co-authored chapter in *The Routledge International Handbook of Harmful Cultural Practices* (Routledge, 2023).

## EDUCATION

---

**MDes, Design** | The University of the Arts

Philadelphia | 2018–2020

Presidential Scholarship Recipient. Thesis: *Design Healing Interventions: Addressing Trauma Through Occupied Space, Traditions, and Objects.*

**BS, Mechanical Engineering** | North Carolina State University

Raleigh | 2014–2018

## SKILLS

---

Journey Mapping, Service Blueprinting, Workshop Facilitation, Behavioral Design, COM-B Analysis, Systems Mapping, Mixed Methods Research, Trauma-informed Principles, Change Management | Figma, Miro, Adobe Suite, Excel, R, AI tools

## COURSES

---

Agile Service Design (School of Good Services) | Behavioral Design (Irrational Labs) | De-escalation Training (Planned Parenthood) | Managing Gender-Based Violence in Emergencies (UNPF)