

Contact
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Currently in Bengaluru,
originally from Pune.

Sujit Joshi

A service designer & researcher brimming with curiosity and a can-do attitude, adept at systems thinking and carefully balancing user needs with business practicalities. Eagerly takes ownership, sparks collaboration, upholds the value of research, and goes out of the way to ensure project success.

Portfolio
<https://sujitjoshi.com>

Work Experience

Philips India Ltd.
Senior Service Designer,
Service Designer II,
Service Designer I
Sep 2021 to present
Bengaluru, India

Senior Service Designer

- Scoped and led service design & research projects across various business verticals as part of an internal-facing consultative business transformation team.
- Articulated the value of service design & research to C-suite members & program heads within the organization.
- Worked end-to-end- identified opportunities, designed interventions, tested, implemented, and evaluated new service experiences for healthcare professionals and patients.
- Conducted extensive qualitative research (on-field & virtual) with participants across the globe.
- Designed end-to-end service experiences, customer journeys, UX prototypes, marketing assets, and non-digital touchpoints.
- Facilitated workshops among cross-functional teams to foster alignment, including internal workshops and 'clinics' to expand strategic & service thinking within the Bangalore design team.
- Quantified CX impact via NPS, CSAT, modified versions of SUS scores to support iterative implementation of new experiences in key service moments of customer, user, and patient journeys.
- Started a Generative AI and Mixed Reality interest group of six members to find ways to improve overall customer experience, patient outcomes, & workflow efficiencies within Philips.

Studio 5B
Dr. Reddy's Laboratories
Nov 2020 to Jul 2021
Mumbai, India

Service Design Intern

- Worked closely with UX designers, researchers, business stakeholders in cross functional teams.
- Conducted research for new patient-facing services and identified opportunities to improve core internal processes.
- Created end to end service blueprints to map as-is and future journeys, synthesized impactful insights from data gathered through primary and secondary research.
- Co-facilitated design thinking, needs-gathering, and brand strategy workshops.

Freelance position
Mar 2020 to Jul 2021
Pune, India

UX Designer and Researcher

- Worked with a wide variety of clients including educational institutions, product companies, consultancies, startups, and non governmental organizations based in India and United States.
- Scoped and pitched projects, worked with other freelancers.
- Conducted market and user research, facilitated workshops, designed UX and UI prototypes of web-apps and internal dashboards with production specifications.

Research Methods Used

- Interviews
- Diary studies
- Shadowing
- Secondary research
- Method acting
- Heuristics evaluation
- Service pilots
- A/B tests
- Usability studies

Workshops facilitated

- Research alignment work-sessions
- Road-mapping workshops
- Design Thinking
- (Train-the-trainer)
- Co-design
- Brainstorming sessions

Artifacts created

- Service blueprints
- User experience and journey maps
- Discussion guides
- Value network maps
- Stakeholder maps
- Personas
- Empathy maps
- Process flow diagrams
- System diagrams
- Storyboards
- UX prototypes
- Wireframes
- Workshop materials
- 2D and stop motion animations
- Physical prototypes
- Web apps
- Interactive data visualizations

Languages

- English
- Marathi
- Hindi

**MIT World
Peace University**
Jul 2020 to Oct 2020
Pune, India

Visiting Faculty: UX Prototyping

- Taught UX Prototyping to third year undergraduates through project-based learning. Expanded class to include discovery and evaluative research techniques based on students' requests.

Panorama Innovation
Jul 2019 to Mar 2020
Chicago, United States

Service Designer and User Researcher

- Worked with clients in health insurance, city governance, and education fields in an innovation consulting role, bringing service design and research perspective to innovation programs.
- Worked end to end, from conducting discovery research, designing new solutions, supporting pilots of interventions to evaluate impact.
- Facilitated design thinking training workshops, co-design workshops, and research-alignment workshops, trained client staff in Design Thinking Methodology over multiple sessions.
- Planned and conducted in-depth primary and secondary research (discovery and evaluative), created discussion guides, synthesized impactful insights.
- Created research tools such as online diary studies and card sorts.

Various organizations
Jul 2015 to Mar 2020

+5 relevant experiences

Data Visualization Designer and Developer, Researcher, Teaching Assistant, and Product Design & Engineering Intern

Education

**School of the Art
Institute of Chicago**
Jul 2017 to May 2019
Chicago, United States

Master of Design, Designed Objects

Service Design and Research

**Savitribai Phule Pune
University**
Jul 2012 to May 2016
Pune, India

Bachelor of Engineering

Mechanical Engineering

Recognition

iF Design Award
Apr 2023

iF Design Award 2023

Service Design Category
Associated with Philips India Ltd

**School of the Art
Institute of Chicago**
Jan 2020
Chicago, United States

Polling Place

Service Design Category
Associated with Philips India Ltd

MIT Media Lab
Sep 2018
Cambridge, United States

Winning Team, Design.A.Hack.a.thon

MIT Media Lab & UC San Diego Design Lab