SOUMITRA SATHE

SERVICE / UX / PRODUCT DESIGNER

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EDUCATION

Royal College of Art / M.A. Service Design
Sep 2021 - Jul 2023 / London

London Business School / MBA Elective: Business Models Innovation
Feb 2023 - Mar 2023 / London

Imperial College Business School / MBA Elective: Entrepreneurial Journey
Jan 2022 - Jul 2022 / London

Human Factors International / Certified Usability Analyst (CUA^{TM})
Oct 2018 - Nov 2018 / Mumbai

University of Mumbai / B.E. Mechanical Engineering
Jul 2013 - Jun 2018 / Mumbai

DESIGN SKILLS

Research & Analysis: Ethnographic Research, Workshop Facilitation, Persona Development, Insight-Opportunity Mapping.

Design & Validation: Conceptual Development, Systems Mapping, Customer Journey Mapping, Service Blueprinting, Service Prototyping, Usability Testing, A/B Testing, UX Audit.

WORK EXPERIENCE

CampusLife
Venture Designer *(Internship during MA Service Design)*
Jun 2022 - Sep 2022 / Mumbai

- Spearheaded research and design experiments to refine customer value propositions, achieving product-market fit.
- Crafted plans for two strategic partnerships, adding new product capabilities and tapping into existing customer bases, thus reducing costs and expediting go-to-market timelines.
- Managed end-to-end design strategy, coordinated design and development, and led a team of 2 designers.

Human Factors International
Senior UX Design Consultant (SHFS)
Jul 2019 - Jul 2021 / Mumbai

- Led work streams and design teams to assess existing user experiences, reimagine customer journeys and service blueprints (back-stage processes), and digital product designs for clients such as HDFC Bank, Dell EMC, Tata AIA, and Tata Group (Neu).
- Successfully nurtured client relationships, oversaw project delivery, and mentored internal teams.
- Delivered projects such as omni-channel gamification strategy for credit card rewards management, conceptual design of mobile wallet (PayZapp), redesign of e-commerce platform (SmartBuy), and transforming banking customer acquisition journeys.
- Conducted comprehensive research to reveal customer pain points and facilitated workshops to pinpoint client challenges.
- Responsible for end-to-end design deliverables across mobile and desktop, from wireframes to high-fidelity prototypes.
- Standardised interaction design guidelines and enhanced design system's accessibility for clients, improving product usability.
- Reinvented north star product visions and designed future customer journeys, task flows, and screen flows.
- Achieved a fast-tracked promotion to Senior Design Consultant (SHFS) from an Internship position.

Human Factors International
UX Design Intern   Jan 2019 - Jul 2019 / Mumbai

- Worked on client-facing consulting engagements for clients such as HDFC Bank, Reliance General Insurance, and Tata Digital.
- Delivered more than 40 Usability Tests, 3 UX Audits, process and task flow optimisations, and end-to-end digital designs.

MY TIME AT THE ROYAL COLLEGE OF ART

- Worked with Barclays, Landsec, Phillips, Logitech, Design for Good, and Helen Hamlyn Centre for Design, employing design to enhance inclusive customer experiences, empower citizens, reimagine the future of work, and foster sustainable futures.
- Partnered with MBA students from Imperial College Business School, to develop a new venture. Directed the design process from research to final delivery, cultivating skills in sustainable revenue models, business plans, growth strategies, and investor pitches.
- Engaged with MBA students from London Business School to explore diverse business models for service delivery, implementing an Innovations Pipeline from idea inception to business proposition.

SHOWCASE PROJECTS

Royal College of Art
Master's Final Project

Designing DataSense, a Generative AI Based B2B Digital Product:
- Focussed on helping small business owners make sense of their business data to make well informed business decisions.
- Designed DataSense, a proactive business intelligence tool that integrates data across third-party business management products and then creates a unified source of truth (data warehouse). DataSense leverages Generative AI to allow small business owners to understand more about their business through natural language conversation.
- Delivered the design strategy, product specifications, and business plan to bring DataSense to the market.

Barclays
One of UK's largest banks

Designed a Credit Score Product Tailored to the Needs of Barclays' 7.2 Million Neurodiverse Customers:
- Worked with 3 other students from Royal College of Art's Service Design programme and Barclays's business & tech teams.
- Designed a two-part solution: First, a new design language that delivers information in a way that works for neurodiverse customers, and second, a new proactive credit scoring product that leverages the new design language.
- Presented our solution and business plans to Barclays's Chief Design Officer and other senior stakeholders.

HDFC Bank
World's fourth largest private bank by market capitalisation

Service Design for HDFC Bank's 2nd Largest Revenue Generating Product:
- Conducted stakeholder interviews, mapped processes & org structures, built empathy maps from existing ethnographic research to identify customer pain points, and mapped as-is and to-be customer journey maps and service blueprints.
- Collaborated with leadership across Cards, Rewards, and Customer Service teams to design and deliver a CX strategy & digital design solutions that helps customers seamlessly access credit card service and management functionalities.