



Hello!

This is **Sayali**.

**Service Designer | Change Strategist | Illustrator**

*Helping organisations discover user insights to make feasible and inclusive services*

### About:

**Sayali Bharambe**

*name and surname*

**Amravati (IN), 1993**

*provenance*

**Darmstadt, DE**

*current location*

**bharambesayali24**

*@gmail.com*

**sayali2413**

*skypeid*

### Languages:

**Hindi**

*native*

**Marathi**

*mother tongue*

**English**

*professional*

**Italian**

*basic*

**Korena**

*basic*

### Skills:

*Problem Solving*

*Facilitation*

*Visualising and Mapping*

*Prototyping*

*Design Proposals*

*Design and User Research*

*Market Analysis*

### Soft Skills:

*Public Speaking*

*Presentations*

*Critical Thinking*

*Decision Making*

*Delegation*

*Work-life balance*

*Strategic Planning*

*Team work and management*

### About me/ Introduction:

*Having studied **mechanical engineering** and worked in marketing and business development. I have fair knowledge of both aspects of any product. By studying design I wanted to gain the overall knowledge of the product cycle. With total **4+ years of professional experience** under my belt, I try to **blend in my knowledge from engineering and design** to come up with something practical while empathising with people.*

*I help clients to discover **useful insights** through user research with the purpose of **designing inclusive and feasible PSS** (Product-Service System), **improving their CX** or **envisioning future scenarios**. I have worked in different environments across Europe and Asia. My experience encompasses different industries like Non-Profit, Public services, Events, Luxury Fashion, Mobility and Retail, among others.*

### When I am in office/ Professional Experiences:

#### **Experience Designer (2022 - present)**

**Deutsche Telekom AG - Darmstadt, DE**

- Conduct user research projects for overarching trends that are and might be affecting the telco sector for both B2B and B2C offerings.
- Create digital identity and experiences for our offerings to create seamless customer experiences.
- Support DesignOps initiatives within the Design team to standardise the tools and processes.
- Establish the inclusive design lab within Telekom design team and advocate the same throughout the organisation to become part of the design process.

#### **Service Designer (2019- 2022)**

**frog, part of Capgemini - Milano, ITA**

- Design project framework, customer experience (CX) and strategy envisioning for clients in different industries as Luxury Fashion and Retail among others, in Europe using service design thinking approach and user research.
- Digital product evolution and maintenance in collaboration with UX, Data & Development teams.
- Contribute to structure the internal design process and project repository

#### **Global Event Manager (2018)**

**Service Design Network - Cologne, DE**

- Organise & Manage a global Service Design Event with 800+ attendees in Dublin.
- Design and Analysis of the attendee, speaker and volunteer experience for the event.
- Overlook design and execution of the touchpoints for the event.
- Manage a team of local organisers, Venue helpers, Volunteers, Speakers and internal workforce during the 3-day event.

#### **Business Development Manager (2014-2016)**

**Kirloskar Pneumatics Company Pvt. Lmt. - Pune, IN**

- Study and Analyse market opportunities, create new product development proposals accordingly to address those opportunities.
- Aid and overlook the sales tools generation for external and internal training usage.
- Register as a vendor for public bids and create a case file for those bids in collaboration with the Sales and R&D team

## Tools and Methodologies:

*Some examples used during the design process:*

- UCD / HCD
- Design Thinking
- Workshop/Hackathon
- Interviews
- Shadowing
- Focus group
- Observation
- Benchmarking
- Survey & Polls
- Rapid prototyping
- AB Testing
  
- Archetypes
- Scenarios
- System map
- Customer Journey
- Service Blueprinting
  
- Marketing Mix
- BCG matrix
- Business Model canvas

## Prizes and Achievements:

### **TIM 5G Hackathon (2019)**

*Organised by TIM & Talent Garden in Milano, IT*

### **Winner Agos4Hack (2017)**

*Organised by Agos and Cariplo Factory in Milano, IT*

### **Overall Second In BAJA SAE INDIA 2013 & 2014**

*Organised by Mahindra and BAJA SAE India in Indore, IN*

## What I studied/ Education and trainings:

### **Accessibility Essentials (basics, code, design and content)**

*a11y collective*

*Unexpirable Accredible certification for the specialisation*

### **Google Project Management Specilisation**

*Google*

*Unexpirable Coursera certification for the specialisation*

### **Foundations of Public Health Practice Specialisation (2022)**

*Imperial College, London*

*Unexpirable Coursera certification for the specialisation*

### **Data Science and Business Innovation (2022)**

*EIT Digital*

*Unexpirable Coursera certification for the specialisation*

### **Msc. PSSD- Product Service System Design (2016- 2019)**

*Politecnico di Milano - Milano, ITA*

*Final thesis: "Eye donation system optimisation for an NGO in India"*

### **B.Tech ME- Mechanical Engineering (2011-2014)**

*College of Engineering Pune - Pune, IN*

*Final thesis: "Brake Disc Analysis and Optimization of an All-Terrain Vehicle"*

### **Diploma ME- Mechanical Engineering (2008- 2011)**

*Government Polytechnic Amravati. - Amravati, IN*

## When I am not in office/ Side projects

### **Change Startegist for an NGO (2018 - present)**

*Deesha Educational Foundation - Amravati, IN*

*- We help raise awareness regarding the healthcare system in rural Maharashtra through various campaigns and activities.*

*Past projects:*

*- Organ Donation awareness campaigns*

*- Eye Donation & eye care activities (Mobile eye care unit launch, local eye check-up drives, eye banks in rural areas, awareness campaigns, Eye donation fortnight etc.)*

### **Teaching Service and User Experience Design (2020 - present)**

*Politecnico di Milano - Milano, IT*

*Redi School of Digital Integration - NRW, DE*

### **Illustrations (2016 - present)**

*Independant*

*- Where is my skipper and Iva's Christmas: Illustrated children's storybook that are published and available on amazon and Etsy.*

*- Ramgatha: Graphic story/ webtoon based on Indian mythology: Ramayana, was publish on Line Webtoon in 2018. Session 2 of the series in ongoing*

*- Cover Design for various publications like: Touchpoint magazine by Service Design Network, India's Faultlines by Madhusudan Dave, Blue Shirt music album cover for Tasneem Elaidy among others.*