

Sayali

MDes, Btech

Bharambe

UX/product design lead with 8+ years of experience across mobile product experiences, service design, product discovery, and business strategy. Currently shaping customer-facing experiences at Deutsche Telekom across payments, loyalty/benefits, design systems, and accessibility, translating user needs and business goals into clear journeys, product priorities, and scalable digital experiences.

EDUCATION

Master of Product Service System Design

Politecnico di Milano
2019

Bachelor of Technology in Mechanical Engineering

College of Engineering Pune
2014

POSITIONS

Content and Speaker Team - SDGC26

Service Design Network Chapter
2026-present

Co-founder

Service Design Network NRW Chapter
2025-present

Change Strategist

Deesha Education Foundation
2018-present

UX Design Lecturer

ReDI School of Integration
2023-2025

Service Design External Lecturer

Politecnico di Milano
2020-2021

SKILLS

Product discovery | UX product ownership | Roadmap planning | Backlog prioritisation | Product vision | User research | Journey mapping | Service blueprinting | Mobile app UX | Prototyping | Usability testing | Design systems | Accessibility | Inclusive design | DesignOps | Market benchmarking | Stakeholder alignment | Cross-functional facilitation | Product documentation | Developer handoff

EXPERIENCE

Design Lead - Engagement

UX Product Ownership, Mobile Product Experience, Accessibility & Design Systems
Deutsche Telekom AG - Darmstadt, Germany | 2022-present

- Shaped OneExperience, Telekom's award-winning future experience identity for web and native touchpoints, focusing on principles, signature moments, benchmarking, and accessibility.
- Owned end-to-end product design for MagentaPay for Business, a native iOS/Android payment portal for small business owners.
- Influenced product vision, roadmap, backlog priorities, and delivery planning with Product, Engineering, Data, Legal, AML, Compliance, Research, and Business teams.
- Currently leading Magenta Moments product experience inside OneApp, guiding 4 designers to translate vision into end-to-end mobile journeys.

Service Designer

Product Discovery, CX Strategy & UX Improvement
frog, part of Capgemini - Milan, Italy | 2019-2022

- Delivered service design, UX research, and product discovery projects for 5 major European clients across FMCG, retail, luxury, tobacco alternatives, and public services.
- Owned end-to-end discovery and UX improvement for Unilever, from research and journey mapping to stakeholder pitching and development planning.
- Supported Philip Morris with user research, archetypes, and product opportunity areas for heat-not-burn product expansion.
- Designed CX concepts for Sergio Rossi retail and Poste Italiane appointment/waiting experiences.

Global Event Manager

Service Design Network - Cologne, Germany | 2018

- Managed a global Service Design conference with 800+ attendees, coordinating an 8-person core team and 12-person local team across time zones.
- Owned planning across attendee, speaker, volunteer, venue, vendor, sponsor, communication, and ticketing touchpoints.

Business Development Manager - New Product Marketing

Kirloskar Pneumatic Company Ltd. - Pune, India | 2014-2016

- Developed new product marketing proposals for centrifugal compressors in the cement and textile industries.
- Analysed market opportunities, customers, competitors, tenders, pricing, and feasibility with Sales, R&D, Engineering, and leadership teams.