Sayali Deshpande

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Summary

Business Analyst | Service Designer | UX Researcher | I help organizations drive customer-centric decision-making using insight-driven design methods to improve both customer experience and business outcomes. Proficient in process analysis, user journeys, storytelling, and facilitating workshops. Passionate about creating alignment between business goals and customer satisfaction!

Experience

Business Analyst   Oct 2023 – Present
ACV Solutions Pvt. Ltd., Mumbai, India   Technology & Management Consulting Firm

- Conducted stakeholder workshops and requirements gathering, analyzed the frontstage and backstage user life cycles of the project management software for a US-based construction services company, developing a time-management tool and billing app resulting in a 40% increase in worker efficiency and a 25% reduction in billing time, improving project turnaround and profitability.
- Led a team of 3 through the discovery and development phases, orchestrating current-state analysis while streamlining internal processes to align with business objectives, decreasing employee workload by 50% and increasing growth in client revenue by 10%.
- Created presentations and reports translating key insights into strategic recommendations to facilitate informed decision-making, get stakeholder buy-in, track project milestones and KPIs.

Service Designer   Jan 2023 – Jun 2023
NHS x Frontline Buddy, London, UK   Workplace well-being for frontline workers

- Led the research operations from planning and recruiting participants to budgeting and incentive distribution: conducted 30 in-depth interviews, 3 surveys, 20 diary studies, facilitated 2 workshops and focus groups with NHS nurses facing burnout.
- Synthesized insights via qualitative and quantitative data triangulation to create research reports, user journeys, service blueprints, and UX of the mobile and web platforms, guiding the end-to-end service design process aimed at achieving 20% reduction in nurse attrition.
- Collaborated with cross-functional teams to develop the business model and go-to-market strategy, increasing stakeholder engagement by 30% during the pilot phase which enabled successful collaboration with more than 100 nurses across the NHS.

Service Designer   Sept 2022 – Dec 2022
Ministry of Justice (MoJ) x Oasis Restore Secure School, UK   Secure School to rehabilitate young offenders

- Designed an inclusive hiring model and mentorship program for neurodivergent and vulnerable youth in secure schools within the UK, targeting a 15% reduction in re-offending rates post-program implementation.
- Crafted the youth-mentor engagement based on panoptic service blueprints devised from insights gathered from generative and evaluative research, enabling healthy relationship-building based on trust, resulting in improved cooperation from the young people.
- Developed 3 comprehensive guides to empower Oasis employees to better support incoming youth, tailored to address their specific individual needs, which improved the on-boarding experience by 30%.

Co-Founder   Sept 2020 – Present
CampusLife Pvt. Ltd., India   Ed-Tech Startup

- Established and led the Design function from the ground up, including conducting user research, low-to-high fidelity prototyping, and usability testing, which influenced the design of product features based on continuous feedback from students and educators.
- Collaborated with Development and Business teams to translate research insights into actionable design improvements, resulting in a 15% reduction in onboarding time and enhancing customer attraction.

Spatial & Experience Design Intern   Jan 2021 – Apr 2021
U4RAD Technologies LLP, India   Healthcare IT Company

- Conducted a UX audit of the company website, identifying pain points and re-designing key interactions resulting in 20% reduction in drop-offs and 15% increase in appointment bookings.
- Facilitated discovery and co-creation workshops with patients and staff to re-envision the spatial layout of the radiology clinic, focusing on improving patient flow and ease of navigation, which reduced the average patient waiting time by 25%.

Education

MA Service Design │ **Royal College of Art, London** │ Two-year Master's Degree		2021 – 2023
Business Models Innovation │ **London Business School** │ MBA Elective		2023 – 2023
Entrepreneurial Journey │ **Imperial College Business School** │ MBA Elective		2022 – 2022
Dip. Product Design │ **ATLAS SkillTech ISDI School of Design & Innovation, Mumbai** │ Four-year Bachelor's Program		2017 – 2021
BA Sociology │ **Mumbai University** │ Three-year Bachelor's Degree		2018 – 2021

Achievements & Extracurricular Activities

- Mentoring young professionals and students in design in India and the UK (since 2022)
- Certification: Introduction to User Experience Design, Georgia Tech (2020)
- Certification: Trinity College of London – Theory of Music (Grade 1,2,3) | Performance in Piano (Grade Initial, 1)
- Trained in Hindustani Classical Music (10+ years) – host monthly classical singing performances for the community (since 2017)
- Participated in competitive district-level table tennis, debates, dramatics and elocution competitions (from school up to undergrad)