

SUPRIYA PATIL

Business Strategist & Service Designer



ABOUT ME

I am driven by intent and impact - This allows me to be a strategist with interest in the overlap of business requirements and user needs. I believe in the power of empathy during research, creativity in conceptualization and carrying it all forward to seamless execution. I am always eager to understand roots and layers of human behavior so as to design and deliver valuable, delightful experiences.

KEY COMPETENCIES

System design
Service design
Product strategy
Design research
UX research
Design audit
Framework design
Data visualization
Speculative study
Behavioral strategy

TOOLS

Miro
AutoCAD
SketchUp
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Microsoft Office

LANGUAGES

English | Hindi | Marathi

ACADEMIC BACKGROUND

**MASTER OF DESIGN
(STRATEGIC DESIGN MANAGEMENT)**
National Institute of Design, India

BACHELOR OF ARCHITECTURE
Dr. D. Y. Patil School of Architecture, Pune

**GOVERNMENT DIPLOMA IN CO-OPERATION AND
ACCOUNTANCY**
Co-operation, Marketing & Textile Department,
Government of Maharashtra

ACTIVITIES & ACHIEVEMENTS

- Member, Organizing team, Architectural Entrepreneurship Development Program, Pune
- Volunteer, Design for Social Development, GN
- Certificate in Photography, MCED, Pune
- Certificate in German Language Level A1
- Project 'Trees & Toes' exhibited in NID Annual Design Show - 'Lines of Sight (2021)', published on [NID-LOS website](#) and journal.



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WORK EXPERIENCE

SYSTEM DESIGNER

CHARGELEE TECHNOLOGIES, CHENNAI, INDIA | JUNE 21 - PRESENT

- Responsible for research, conceptualizing, implementing, executing the post-pandemic work-model for Chargebee.
- Contribution in other org-wide change management initiatives by conducting qualitative and quantitative research, uncovering actionable insights to improve stakeholder experience and developing experience measures to test the impact of projects.
- Strategizing communication, project management and scope forecasting for the company.

Work areas: System Design, Service Design, UX Research, Project Management

SERVICE DESIGNER

COVERED BY SAGE (NOW 'RENEGADE INSURANCE'), ATLANTA, USA | SEPT 20 - MARCH 21

- Identification of pain points for secondary and end user journey
- Redesigning servi touchpoints for enhanced user experience
- Internal company process analysis and redesign
- Handling cross-functional roles in the fast-paced, start-up environment

Work areas: Service Design, UX Research, Experience Design, Visual Design

DESIGN RESEARCHER

NATIONAL INSTITUTE OF DESIGN, AHMEDABAD, INDIA | MAR 19 - JAN 20

- Research design and execution
- Developing relevant research tools and methodologies
- Data analysis, synthesis and insight generation
- Research paper writing and presentation

Work areas: Design Research, Data visualization and Synthesis, Research Paper Writing

ARCHITECTURAL INTERN

TULIO DE SOUSA - AN ARCHITECTURAL FIRM, GOA, INDIA | JUN 16 - SEPT 16

- Architectural design for Goa Housing Board and other residential and commercial projects in Mumbai and Goa
- Landscape design
- Site surveys, working drawings, structural analysis
- Client meetings

Work areas: Architectural Design, Landscape Design, Conceptualization, Project Management

PROJECTS

EXPERIENCE AND AWARENESS DESIGN

COMMISSIONER OF POLICE, AHMEDABAD | FEB 19 - APR 19

Proposed strategic interventions for spreading awareness regarding traffic rules and regulations among the commuters and also, improving the overall experience for commuters as well as Traffic Managers at Panjrapole Junction, Ahmedabad.

Work areas: Design Research, Strategy for Behavior Change, User Experience

DESIGN AUDIT & BRAND STRATEGY

GOVERNMENT OF UTTARAKHAND - BRAND HILANS | SEPT 19 - NOV 19

Conducted Design Audit for a Government initiated project in Almora, Uttarakhand. Proposed design interventions to solve issues related to brand strategy and supply-chain in the hilly terrain.

Work areas: Business Model Development, Ethnography, Design Audit, Supply-Chain strategy, Brand Strategy

SERVICE DESIGN - LIVE PROJECT

TREES AND TOES | JAN 20 - MAR 20

Designed a service from concept to launch - designed research, conceptualized and collaborated for branding, logistics, marketing strategy. Worked on real-time iterations during the service to ensure seamless integration of backend and front-end activities.

Work areas: Service Blueprint, Marketing, Branding, Logistics, User Experience, User Journey Mapping