



SUPRIYA PATIL

ORGANISATIONAL DESIGN STRATEGIST
& ARCHITECT

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ABOUT ME

Multidisciplinary designer with experience across system design, service design, UX research, and organizational change. Proven track record of leading end-to-end strategic initiatives—from research to implementation—in fast-paced startups and global tech environments. Skilled in translating complex insights into actionable solutions that drive enhance user experience, organizational policies, culture, and operational efficiency. Adept at navigating ambiguity, and driving impact at scale.

KEY COMPETENCIES

Research and Analysis: Design Research, UX Research, Behavioral Strategy, Speculative Design, Design Audits, Data Visualization, Experience Mapping

Strategic Design and Planning: Systems Thinking, Product Strategy, Policy Design, Framework Design, Organizational Design, Service Design, Strategic Foresight

Implementation and Collaboration: Project Management, Change Management, Stakeholder Management

ACADEMIC BACKGROUND

Master of Design (Strategic Design Management)
National Institute of Design, India

Bachelor of Architecture
University of Pune

Government Diploma in Co-operation and Accountancy
Co-operation, Marketing & Textile Department, Government of Maharashtra

TOOLS

Miro
AutoCAD
SketchUp
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Microsoft Office

LANGUAGES

English
Hindi
Marathi

ACTIVITIES & ACHIEVEMENTS

- Awarded '[Top 10 Flexi Work Visionary of 2024](#)' in India by GoFloater
- Project 'Trees & Toes' exhibited in NID Annual Design Show - 'Lines of Sight (2021)', published on [NID-LOS website](#) and journal
- Member, Organizing team, Architectural Entrepreneurship Development Program, Pune
- Volunteer, Design for Social Development, NID
- Certificate in Photography, MCED, Pune
- Certificate in German Language Level A1

WORK EXPERIENCE

SYSTEM DESIGNER II

CHARGE BEE TECHNOLOGIES | CHENNAI, INDIA | JUN 2021 – PRESENT

- Spearheaded the research, design, and implementation of Chargebee's post-pandemic Adaptive Workplace Model (AWM), fostering a scalable, hybrid work environment.
- Contributed to organization-wide change initiatives by conducting mixed-method research, uncovering actionable insights, and developing experience measurement frameworks to evaluate project impact.
- Strategized and executed cultural initiatives that reinforced organizational values and strengthened employee alignment.
- Drove operational excellence and process rigor within the People Success function, collaborating on multiple high-impact cross-functional projects.

Focus areas: System, Service & Culture Design | Change Management | UX Research | Strategic Project Execution

SERVICE DESIGNER

COVERED BY SAGE (RENEGADE INSURANCE) | ATLANTA, USA (REMOTE) | SEPT 2020 – MAR 2021

- Identified key pain points across user journeys (secondary and end-user) to improve overall service quality.
- Redesigned service touchpoints to elevate user experience and optimize interactions.
- Conducted internal process audits and redesigns, enhancing operational workflows.
- Operated in cross-functional roles within a high-velocity start-up environment, contributing to agile innovation.

Focus areas: Service Design | UX Research | Experience Design | Visual Design

DESIGN RESEARCHER

NATIONAL INSTITUTE OF DESIGN | AHMEDABAD, INDIA | MAR 2019 – JAN 2020

- Designed methodology for research.
- Developed custom research tools, synthesized findings, and translated data into meaningful insights.
- Authored research paper, contributing to academic discourse.

Focus areas: Design Research | Insight Synthesis | Data Visualization | Academic Writing

ARCHITECTURAL INTERN

TULIO DE SOUSA – ARCHITECTURAL FIRM | GOA, INDIA | JUN 2016 – SEPT 2016

- Worked on architectural and landscape design for Goa Housing Board residential project and other commercial projects.
- Conducted site surveys, created working drawings, and supported structural analysis.
- Assisted in project management and coordination between design and execution teams.

Focus areas: Architectural Design | Site Planning | Technical Drawings | Project Coordination

PROJECTS

EXPERIENCE & AWARENESS DESIGN

COMMISSIONER OF POLICE, AHMEDABAD | FEB 2019 – APR 2019

Led a behavioral design project focused on improving traffic awareness and commuter experience at Panjrapole Junction, Ahmedabad. Proposed strategic, user-centered interventions for both commuters and traffic managers to promote rule adherence and smoother traffic flow.

Focus areas: Design Research | Behavioral Strategy | User Experience

DESIGN AUDIT & BRAND STRATEGY

GOVERNMENT OF UTTARAKHAND – BRAND HILANS | SEPT 2019 – NOV 2019

Conducted a comprehensive design audit of HILANS, a government-backed rural enterprise brand in Almora. Identified key challenges in brand visibility and supply chain logistics, and recommended design-led brand and business model interventions suited to the local hilly terrain.

Focus areas: Ethnographic Research | Supply Chain Strategy | Brand Strategy | Business Model Innovation

SERVICE DESIGN – LIVE PROJECT

TREES AND TOES | JAN 2020 – MAR 2020

End-to-end design and launch of a service-based initiative. Defined service blueprint, led research, branding, and marketing strategy, and managed real-time operational iterations to ensure cohesive front-end and back-end experiences.

Focus areas: Service Design | Branding | Marketing Strategy | UX | Journey Mapping | Logistics