



SAYALI BHARAMBE

Service Designer | Illustrator

<https://www.sayalibharambe.com>

ABSTRACT:

Service Designer helping clients to **discover User insights and to design feasible services**. Experience in Public services, Events, Luxury Fashion, Mobility and Retail industries in Europe and Asia regions. Comes from an **Engineering, Design and Marketing mix background**.

SUMMARY:

Having studied mechanical 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 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.

I am capable to guide a project and to be a collaborative teammate according to the project needs and roles. I have experience in managing and working directly with clients. I am always interested in facing new challenges in my career by exploring the intersection between Design, Marketing and Data.

PROFESSIONAL EXPERIENCE:

Service Designer (2019- Present)

Doing, Interactive Thinking SRL - 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

Teaching Assistant (2020-Present)

Politecnico di Milano - Milano, ITA

- Tutoring activities for the course of Innovation Studio with the theme of Homes for uncertain times as part of the Master's Programme in Product Service System Design

Freelance Service Designer (2019)

Milano, ITA

- Led projects in the sectors of Non- profit and Tech, to come up with current service & touchpoints re-designs for the clients.
- Performed extensive User Research- Quantitative and Qualitative to uncover user needs and desires (several interviews and group research techniques as focus groups and OST).

Service Design Intern (2018- 2019)

Robert Bosch Management Consultancy- Stuttgart, GER

- Design project framework, customer experience (CX) and strategy envisioning for a corporate start-up called TAGS which was part of Bosch Accelerator- Grow
- Envision future mobility scenarios for the latest Autonomous Driving projects for Mobility clients
- Organise and facilitate workshops for these automotive clients for co-creation and validation of the scenarios

ABOUT:

Sayali Bharambe

name and surname

Amravati (India), 1993

provenance

Milan, Italy

current location

+39 351 030 8266

mobile number

bharambesayali24@gmail.com

email

sayali2413

skype id

LANGUAGES:

Hindi

native

Marathi

mother tongue

English

professional

Italian

basic

Korean

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

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

- Personas
- Scenarios
- System map
- Customer Journey
- Service Blueprinting

- Marketing Mix
- BCG matrix
- Business Model canvas

PRIZES & ACHIEVEMENTS:

TIM 5G Hackathon (2019)
Organised by TIM & Talent
Garden in Milano, ITA

Winner Agos4Hack (2017)
Organised by Agos and Cariplo
Factory in Milano, ITA

**Overall Second In BAJA SAE
INDIA 2014**
Organised by Mahindra and
BAJA SAE India in Indore, IN

**3rd Overall in BAJA SOUTH
AFRICA 2013**
Organised by SASOL and BAJA
SAE SA in Pretoria, SA

**Overall Winners In BAJA SAE
INDIA 2013**
Organised by Mahindra and
BAJA SAE India in Indore, IN

PROFESSIONAL EXPERIENCE:

Global Event Manager (2018)

Service Design Network - Cologne, GER

- 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.

EDUCATION:

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

CERTIFICATIONS:

Foundations of Public Health Practice Specialisation

Imperial College, London

This certification does not expire

Data Science and Business Innovation

EIT Digital

This certification does not expire

Market Research and consumer Behavior

IE Business School

This certification does not expire

INDEPENDENT PROJECTS:

Deesha Educational Foundation

Non Profit - Amravati, IN

We help raise awareness regarding the healthcare system in rural Maharashtra through various campaigns and activities. Currently working for the cause of affordable COVID testing labs around rural Maharashtra with Public-private partnership model.

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.)

Illustrations

- Ramgatha: Illustrated version of Indian mythology: Ramayana, was published on Line Webtoon in 2018. Session 2 of the series is ongoing.
- Cover Design for various publications like: Touchpoint magazine by Service Design Network, India's Faultlines by Madhusudan Dave, among others.
- Mental May: an initiative by me and another artist (Samuil Botev) to raise awareness about the mental illnesses during the month of May.