

Sayali Deshpande

Mumbai, India | +91 9833530254 | sayalideshpande@gmail.com | [Portfolio Link](#)

UX Designer | Developer | Researcher | Service Strategist

I understand people and design experiences that serve them. With a background in Product & Service Design, I am proficient in research, process analysis, mapping user journeys, designing scalable interactions and meaningful experiences.

PROFESSIONAL EXPERIENCE

UX Designer (Contract) (July, 2025 – present)

HealCycle, India (*FemTech Innovation & PMS Management*)

- Drove subscription monetization strategy through redesigned onboarding experience delivering 38 screens with integrated payment gateway and AI personalization, targeting 15% conversion lift by building user trust through transparent pricing and secure encryption messaging.

Service Experience Strategist (Contract) (April, 2025 – June, 2025)

Defy Aerospace Pvt. Ltd., Mumbai, India (*Drone Tech & Aerospace Innovation*)

- Led end-to-end service design strategy across digital and physical touchpoints, integrating user research, brand storytelling, and UX audits to improve service cohesion by 30%, reduce friction by 40%, and drive adoption of AI-enabled drone systems among rural and urban users.
- Spearheaded cross-functional initiatives across 3 service verticals to define service SOPs, ROI metrics, and onboarding journeys, aligning business goals with user needs, enabling a 50% faster onboarding process and supporting 2x growth in drone pilot training enrolments within 3 months.

Business Analyst, UX Designer (Full-time) (Oct, 2023 – April, 2025)

ACV Solutions Pvt. Ltd., Mumbai, India (*Technology & Management Consulting*)

- Conducted stakeholder workshops and requirements gathering, analyzed the user life cycles of the project management software for a US-based construction services company, developing low to high-fidelity prototypes with scalable UI patterns for mobile-first design for 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 by orchestrating current-state analysis, synthesizing research findings into actionable frameworks (personas, JTBD, user journeys, service blueprints, system maps), decreasing employee workload by 50% and increasing growth in client revenue by 10%.

Service Designer (Contract) (Jan, 2023 – June, 2023)

NHS x FrontlineBuddy, London, UK

- Led end-to-end research operations for NHS nurse burnout initiative, conducting 30+ in-depth interviews, 3 surveys, 20 diary studies, and 2 workshops while managing participant recruitment, budgeting, and incentive distribution to inform service design targeting 20% reduction in nurse attrition.
- Synthesized mixed-methods research through qualitative and quantitative data triangulation to deliver user journeys, service blueprints, and A/B tested responsive designs for web and mobile platforms, driving 30% increase in stakeholder engagement across 100+ NHS nurses during pilot phase.

Service Designer (Contract) (Sept 2022 - Dec 2022)

Ministry of Justice (MoJ) x Oasis Restore Secure School, UK

- Designed mentorship experience flows and service blueprints for vulnerable neurodivergent youth in UK secure schools, mapping behavioral touchpoints and communication strategies that improved participant engagement and targeted 15% reduction in re-offending rates.
- Created comprehensive UX documentation including onboarding toolkits, interaction scripts, and user needs guides that empowered frontline staff and improved onboarding experience by 30% through iterative testing and validation.

Spatial & Experience Design Intern (Jan, 2021 – April, 2021)

U4RAD Technologies LLP, India (*HealthTech*)

- 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

- **Royal College of Art, London** (2021 - 2023) - **MA Service Design** (2-year Master's Degree)
- **ATLAS SkillTech University: ISDI School of Design & Innovation, Mumbai** (2017 - 2022) - **Product Design** (4-year Undergraduate Diploma - curriculum by The New School, Parsons School of Design)
- **University, Mumbai** (2017 - 2021) - **BA Sociology** (3-year Undergraduate Degree)

SKILLS, TOOLS & METHODOLOGIES

- **UX Design:** Wireframing, Prototyping, Information Architecture, Design Systems, Mobile-First Design, Responsive Design, Accessibility Design, Interaction Design
- **User Research:** In-Depth Interviews, Surveys, Usability Testing, Diary Studies, Contextual Inquiry, A/B Testing, Heuristic Evaluation, Field Studies, Stakeholder Workshops
- **Service Design:** Service Blueprints, User Journey Mapping, Experience Design, Jobs-to-be-Done Framework, Persona Development, System Mapping
- **Front-end Development:** HTML, CSS, javascript, React.js, VSCode, Replit, Claude

ACHIEVEMENTS & EXTRACURRICULAR ACTIVITIES

- Among the 10 students selected for the London Business School x RCA (2023) MBA Elective – 'Business Models Innovation'
- Trained in Hindustani Classical Music (10+ years) - hosting classical singing performances for the community every month (since 2017)
- Trinity College of London Certification (Grade 1,2,3): Theory of Music, (Grade Initial, 1): Performance in Piano
- Front-end Development Certification: VibeCoding 101 with Replit
- UX Design Certification: Introduction to User Experience Design, Georgia Tech (2020)