Perfect — here’s a **refined and keyword-optimized resume rewrite** of Sayali’s existing content, tailored for **Business Analyst** and **UX Researcher** roles simultaneously.  
It keeps her strong research + process background intact but reframes her experience to highlight **business impact, analytical thinking, stakeholder collaboration, and AI-enabled problem-solving.**

**Sayali Deshpande**

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🌐 [Portfolio](https://sayalideshpandeportfolio.framer.website/) | [LinkedIn](https://chatgpt.com/g/g-p-68a9f01e4f08819187ad00dac3b0a3bc-sayu-frontend-engineering/c/68ef8940-6404-8324-a015-1d6034dfb616)

**Business Experience Analyst | UX Researcher | Process Re-engineering Specialist**

I bridge **business analysis and user research** to translate human insights into improved processes, smarter systems, and measurable outcomes.  
With a foundation in **Service & Product Design** and a passion for **AI-driven problem solving**, I specialize in analyzing workflows, uncovering inefficiencies, and creating human-centric digital solutions that balance empathy, data, and impact.

**PROFESSIONAL EXPERIENCE**

**Business Analyst | UX Researcher (Contract)**

**HealCycle (FemTech Innovation & PMS Management)** — *India | Jul 2025 – Present*

* Designed and implemented an **AI-personalized onboarding process** for subscription monetization, improving user trust through transparent pricing and secure payment flows.
* Delivered **38-screen experience blueprint** aligned with business KPIs, driving a projected **15% lift in paid conversions**.
* Used **user data segmentation and behavioral insights** to refine onboarding content and retention triggers.

**Business Experience Analyst (Contract)**

**Defy Aerospace Pvt. Ltd.** — *Mumbai, India | Apr 2025 – Jun 2025*

* Conducted **end-to-end process re-engineering** across three service verticals to align customer experience with operational efficiency.
* Defined **service SOPs, ROI metrics, and onboarding frameworks**, achieving a **50% faster customer onboarding cycle** and supporting **2x growth in pilot training enrollments.**
* Improved **service cohesion by 30%** through structured UX audits and human-centered research integrated into AI-driven workflows.

**Business Analyst | UX Strategist (Full-time)**

**ACV Solutions Pvt. Ltd.** — *Mumbai, India | Oct 2023 – Apr 2025*

* Conducted **stakeholder interviews and requirements workshops** to identify inefficiencies in project management workflows for a US-based construction tech client.
* Designed process maps and mobile-first prototypes for time and billing systems, leading to **40% increase in worker productivity** and **25% reduction in billing time.**
* Led a team of 3 in **journey mapping, service blueprinting, and JTBD analysis**, reducing internal workload by 50% and improving client profitability by 10%.
* Integrated **AI-powered documentation workflows** using Notion AI and ChatGPT to speed up reporting and communication.

**UX Researcher | Service Design Analyst (Contract)**

**NHS x FrontlineBuddy** — *London, UK | Jan 2023 – Jun 2023*

* Led **end-to-end qualitative and quantitative research** for NHS nurse wellbeing, conducting 30+ interviews, 3 surveys, 20 diary studies, and 2 workshops.
* Created **data-driven user journeys, service blueprints, and experience maps**, informing a redesign that targeted a **20% reduction in nurse attrition.**
* Synthesized insights into **strategic business recommendations**, increasing stakeholder engagement by 30% across 100+ participants.

**Research & Process Analyst (Contract)**

**Ministry of Justice (MoJ) x Oasis Restore Secure School** — *UK | Sep 2022 – Dec 2022*

* Designed **behavioral communication flows** and mentor-mentee frameworks for neurodivergent youth rehabilitation programs.
* Improved staff onboarding and service adoption by 30% through **iterative usability testing** and **trauma-informed UX research.**

**Business Process Intern | Experience Design**

**U4RAD Technologies LLP** — *India | Jan 2021 – Apr 2021*

* Conducted **UX and process audits** of healthcare web systems, leading to a **20% reduction in user drop-offs** and **15% increase in appointment bookings.**
* Facilitated **co-creation workshops** with staff and patients to redesign clinic layouts and processes, reducing patient wait time by 25%.

**EDUCATION**

* 🎓 **Royal College of Art, London (2021–2023)** — *MA Service Design*
* 🎓 **ATLAS SkillTech University (ISDI Parsons), Mumbai (2017–2022)** — *Product Design*
* 🎓 **University of Mumbai (2017–2021)** — *BA Sociology*

**CORE SKILLS & TOOLS**

**Business Analysis:** Requirements Gathering, Process Mapping, Workflow Re-engineering, Business Process Modelling (BPM), KPI Tracking, Agile Documentation.  
**UX Research:** Generative & Evaluative Studies, Journey Mapping, Stakeholder Interviews, Heuristic Evaluation, Usability Testing, Data Triangulation.  
**AI & Automation:** ChatGPT, Claude, Notion AI, Miro AI, n8n (Workflow Automation), Replit.  
**Design & Visualization:** Figma, Adobe XD, Miro, Service Blueprints, System Maps, Information Architecture.  
**Development (Basic):** HTML, CSS, JavaScript, React.js.  
**Communication:** Cross-functional facilitation, storytelling, reporting, and client presentations.

**ACHIEVEMENTS & EXTRACURRICULARS**

* Selected for **London Business School x RCA MBA Elective – “Business Models Innovation” (Top 10 Students)**
* Certified: **Introduction to UX Design (Georgia Tech, Coursera)** | **VibeCoding 101 – Replit**
* **Trinity College of London**: Theory of Music (Grades 1–3) | Piano Performance (Initial, Grade 1)
* Trained vocalist in **Hindustani Classical Music (10+ years)** — organized monthly community performances

**KEYWORDS FOR ATS OPTIMIZATION**

Business Analyst | UX Researcher | Experience Analyst | Process Improvement | Stakeholder Management | User Research | AI Workflow Automation | Service Blueprinting | Journey Mapping | Customer Experience | Design Thinking | Process Optimization | KPI Analysis | Business Process Reengineering | Agile | Systems Thinking | AI in Design | Digital Transformation | Workflow Efficiency

**🔍 Optional Resume Headline (for job boards)**

**“Business Experience Analyst | UX Researcher | AI-Driven Process Reengineering | Human-Centric Problem Solver”**

Would you like me to now format this version into a **polished 2-page PDF resume** (with modern ATS-compliant layout and design elements optimized for job portals like LinkedIn, Naukri, and AngelList)? I can generate it directly for download.