

**Contact**  
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Currently in Bengaluru,  
originally from Pune.

# Sujit Joshi

A service designer & researcher brimming with curiosity and a can-do attitude, adept at systems thinking and carefully balancing user needs with business practicalities. Eagerly takes ownership, sparks collaboration, upholds the value of research, and goes out of the way to ensure project success.

**Portfolio**  
<https://sujitjoshi.com>

## Work Experience

**Philips India Ltd.**  
**Service Designer II**  
*and*  
**Service Designer I**  
Sep 2021 to present  
Bengaluru, India

### Service Designer II

- Scoped and led service design & research projects across various business verticals as part of an internal-facing consultative business transformation team in the healthcare technology
- Articulated the value of service design & research to C-suite members & program heads.
- Worked end-to-end- identified opportunities, designed interventions, tested, implemented, and evaluated new service experiences for healthcare professionals and patients.
- Conducted extensive qualitative research (on-field & virtual) with participants across the globe
- Designed end-to-end service experiences, customer journeys, UX prototypes, marketing assets, and non-digital touchpoints.
- Facilitated workshops among cross-functional teams to foster alignment, including internal workshops and 'clinics' to expand strategic & service thinking within the Bangalore design team
- Quantified CX impact via NPS, CSAT, modified versions of SUS scores to support iterative implementation of new experiences in key service moments of customer, user, and patient journeys.
- Started a Generative AI and Mixed Reality interest group of six members to find ways to improve overall customer experience, patient outcomes, & workflow efficiencies within Philips.

**Studio 5B**  
**Dr. Reddy's Laboratories**  
Nov 2020 to Jul 2021  
Mumbai, India

### Service Designer

- Worked closely with UX designers, researchers, business stakeholders in cross functional teams during internship.
- Conducted research for new patient-facing services and identified opportunities to improve core internal processes
- Created end to end service blueprints to map as-is and future journeys, synthesized impactful insights from data gathered through primary and secondary research.
- Facilitated design thinking, needs-gathering, and brand strategy workshops.

**Freelance positions**  
Mar 2020 to Jul 2021  
Mumbai, India

### UX Designer and Researcher

- Worked with a wide variety of clients including educational institutions, product companies, consultancies, startups, and non-governmental organizations based in India and United States.
- Scoped and pitched projects, worked with other freelancers.
- Conducted market and user research, facilitated workshops, designed UX and UI prototypes of web-apps and internal dashboards with production specifications.

### Research Methods Used

- Interviews
- Diary studies
- Shadowing
- Secondary research
- Method acting
- Heuristics evaluation
- Service pilots
- A/B tests
- Usability studies

### Workshops facilitated

- Design Thinking (Train-the-trainer)
- Co-Create
- Brainstorming sessions
- Research alignment workshops

### Artifacts created

- Service blueprints
- User experience and journey maps
- Discussion guides
- Value network maps
- Stakeholder maps
- Personas
- Empathy maps
- Process flow diagrams
- System diagrams
- Storyboards
- UX prototypes
- Wireframes
- Workshop materials
- 2D and stop motion animations
- Physical prototypes
- Web apps
- Interactive data visualizations

### Languages

- English
- Marathi
- Hindi

### **MIT World**

#### **Peace University**

Jul 2020 to Oct 2020

Pune, India

### **Visiting Faculty- UX Prototyping**

- Taught UX Prototyping to third year undergraduates through project-based learning. Expanded class to include discovery and evaluative research techniques based on students' requests.

### **Panorama Innovation**

Jul 2019 to Mar 2020

Chicago, United States

### **Service Designer and User Researcher**

- Worked with clients in health insurance, city governance, and education fields in an innovation consulting role, bringing service design and research perspective to innovation programs.
- Worked end to end, from conducting discovery research, designing new solutions, supporting pilots of interventions to evaluate impact.
- Facilitated design thinking training workshops, co-design workshops, and research-alignment workshops, trained client staff in Design Thinking Methodology over multiple sessions
- Planned and conducted in-depth primary and secondary research (discovery and evaluative), created discussion guides, synthesized impactful insights.
- Created research tools such as online diary studies and card sorts.

### **Various organizations**

Jul 2015 to March 2020

#### **+ 5 more relevant experiences:**

Data Visualization Designer and Developer, Researcher, Teaching Assistant, and Product Design & Engineering Intern

## **Education**

### **School of the Art**

#### **Institute of Chicago**

Jul 2017 to May 2019

Chicago, United States

### **Master of Design, Designed Objects**

Service Design and Research

### **Savitribai Phule Pune**

#### **University**

Jul 2012 to May 2016

Pune, India

### **Bachelor of Engineering**

Mechanical Engineering

## **Recognition**

### **iF Design Awards**

April 2023

### **iF Design Award 2023**

Service Design Category

Associated with Philips India Ltd

### **School of the Art**

#### **Institute of Chicago**

Jan 2020

Chicago, United States

### **Polling Place**

Alumni Exhibition in collaboration with Aimee Martinez

Created new perspective to think about democracies and polling

### **MIT Media Lab**

Jul 2017 to May 2019

Chicago, United States

### **Winning Team, Design.A.Hack.a.thon**

MIT Media Lab & UC San Diego Design Lab