

Sanath Desai

Service Designer | UI/UX Designer | Design Researcher

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Portfolio: www.sanathdesai.com

Professional Experience:

Service Designer SCADpro

Mayo Clinic, Jacksonville, FL
From: Jan 2024 - Mar 2024

- **Conducted market research** to find opportunities to Ideate new solutions.
- Created a **patient journey map** to highlight patients' and nurses' pain points to filter areas of interventions.
- **Conceptualized service-based and sensory-based concepts** for preventive measures.
- **Compiled the entire project process** and research into a Process Book.

Researcher SCADpro

Deloitte Digital Frontier SCAD Sponsored project(Savannah, GA)
From: Apr 2023 - May 2023

- **Led research** for the team on the current trends in the healthcare system to **improve healthcare workers' ability** to adapt to new technologies in the United States.
- **Converted Research findings to 3 categories of challenges** to better ideate solutions.
- **Fact-checked all the materials** for Deloitte to accurately represent data.
- **Researched and compiled a Production Book** containing guidelines and instructions for the production team/ agency to produce the video.

Associate UX/UI Designer

Unthinkable Solutions, Gurgaon, India
From: Nov 2020 - Jul 2022

Education App for Medical Students at NYU:

- **Redesigned the mobile app UI**, creating a brand language, style, and information architecture to enhance competitiveness and differentiation through strong user focus for NYU medical students within **1 month, improving learning outcomes.**
- **Enhanced market reputation** for user-centered design and effective implementation.

EHR for a US Clinic:

- **Drove innovation pace through market research**, rapid conceptualizing, and **prototyping of 200 screens** and new capabilities **within 4 months.**
- **Improved user experience for doctors**, medical staff dashboards, patient profiles, and an onboarding website, boosting productivity.

UK Healthcare Insurance App for Corporate Employees:

- **Researched and pitched value-adding services**, diversifying offerings and revenue streams.
- **Improved website, admin panel**, and employee app for clinical healthcare services compatibility within **2 months**, enabling valuable free telemedicine services.
- **Expanded client base** into new employee segments for healthcare, finance, accessibility, transforming products and platforms, improving quality, satisfaction, and business KPIs.

Data Analytics and AI Portal for Enterprises:

- **Conducted requirement elicitation sessions**, learned to write user stories on the job, and communicated and coordinated with developers **within 3 weeks.**

Education/Qualification:

Master of Arts in Service Design

Savannah College of Art and Design, GA, United States
Graduated: Sep 2022 - Mar 2024

Undergraduate Diploma in Product Design

Indian School of Design and Innovation Parsons(Now ATLAS SkillTech University), India
Graduated: Jul 2016 - May 2020

Skills:

Service Blueprinting
Stakeholder Mapping
Root Cause Analysis
Contextual Interviews
Ecosystem Mapping
Customer Journey Mapping
Qualitative Research
Quantitative Research
Wireframing & Prototyping
User Research
Usability Testing
Interaction Design
Visual Design
Information Architecture
Contextual Inquiries
Stakeholder Interviews

Tools:

Figma
Sketch
Adobe XD
InVision
Zeplin
Adobe Indesign
Adobe Illustrator
Adobe Photoshop

Certificates:

Design Research & Insight Translation, Lextant

Date: 11th Jan 2023

Certified Usability Analyst Human Factors International

Date: 18th Jan 2021