



**Sanath Desai**

**Service Designer | UI/UX Designer | Design Researcher**

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**Portfolio:** [www.sanatdesai.com](http://www.sanatdesai.com)

**Professional Experience:**

**Service Designer SCADpro**

Mayo Clinic(SCAD Sponsored Project), Jacksonville, FL  
From: January 2024 - March 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: January 2024 - March 2024

- 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: November 2020 - July 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: Sept 2022 - Mar 2024

**Undergraduate Diploma in Product Design**

Indian School of Design and Innovation  
Parsons(Now ATLAS SkillTech  
University), India  
Graduated: July 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
- Axure RP
- 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