SIDDHANT PATEL

SERVICE DESIGNER | DESIGN RESEARCHER

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WORK EXPERIENCE

eBay — 2022-2023

Lead Service Designer — (Speech and Text Enabling Platform, Risk, Trust and Policy)

- Provided research and design for a range of products and end-to-end service offerings with the perspective of the customer and employee at the center of business strategy and design execution
- Designed and managed the scope, strategy, and execution of multiple research initiatives, resulting in a foundational definition of customer personas, needs, journeys, strategy, and service blueprint that contributed to overarching of achieving a 10% reduction in customer service through self-service capabilities
- Collaborated with senior leadership to develop organizational strategy, processes, and re-org resulting in the prioritization of projects and cost reduction
- Mentored junior designers, and provided strategic insights that enabled the team to navigate complex challenges resulting in faster development and adaptation rate

AKQA — 2021-2022

Senior Service Designer — (The Coca-Cola Company Loyalty Program for GenZ)

- Led market research to generate insights to help differentiate loyalty program. Balanced program desirability with business needs to acquire user data for future product and service development
- Combined human-centered design with service design practice and systems thinking approach to challenge the existing ecosystems of the loyalty programs into more holistic and in real-life experiences for end users
- Collaborated with UX design, creative partners, and product designers to design omnichannel digital experiences
- Developed multiple service blueprints based on insights from research and used them as a management tool
- Partnered with external research services and developed a research plan that validated the desirability of the new service offering and provided actionable insights

R/GA — 2021

Senior Experience Strategist — (7-11 Organizational Change Management)

- Synthesized business strategy, analytics, and customer insights to define customer problems, audit existing journeys, and identify four different territories of innovation to derive the future state of change management
- Designed and facilitated remote workshops, synthesized workshop data, and delivered reports to senior leadership that helped advance clients' outcome, and guided the initiation of the organization's change management processes
- Created concepts aligned with the chosen territory of innovation and partnered with the business analyst to assess solutions' exponential capacity by measuring bandwidth and implementation feasibility

Smart Design — 2019

Design Strategist | Design Researcher — (Proprietary Research Platform)

- Identified 80 digital async and sync research platforms to understand the landscape of research features available in the market
- Conducted qualitative research to understand the "as is" research process of the design strategy team, challenges, and gaps within the existing landscape of digital research platforms
- Designed, and conducted an ideation workshop with the design strategy team to identify the opportunity to design the proprietary research platform to significantly reduce third-party expenses, improve productivity and time management
- Collaborated with the design strategy team to build a case to the senior leadership team for investment and building the research platform

NOTO Design — 2018

Service Designer | Design Researcher — (Design for Well-being, Lean Methodology)

- Collaborated with psychologists to learn about how to achieve a state of well-being and how to implement the practice to design products enabling the end users to achieve a similar state of mind
- Designed and conducted user research through card sorting, and qualitative interviews to better understand how the participants practice the act of well-being
- Partnered with Lufthansa innovation hub to design and incorporate newly designed products within their business model canvas and encourage their travelers to practice the act of well-being
- Designed multiple prototypes and conducted the usability test to validate the design process to learn how the end product enables the users to achieve a state of well-being
- Helped generate a business model to teach the methodologies to other design organizations as a new form of revenue for NOTO Design

Service Design Network — 2017

Service Designer | Design Researcher — (Service Design Network, Academic Challenge)

- Assisted service design network in exploring ways to bring increased value to grow their academic community by identifying the current service design community, future service design academic community, and how to bridge the gap between two personas within 10 years
- Designed and distribute survey at a global scale to understand the academic current state of service design, to identify faculty directory, University directory, and practitioners of service design at a global scale
- Analyzed and synthesize quantitative and qualitative data collected through primary research to suggest opportunities for future development of SDN Academic relationship opportunities for future development of SDN Academic relationship

EDUCATION

Savannah College of Art and Design
Savannah | GA
M.F.A in Service Design
2016- 2018

Center for Environmental Planning and Technology India
B.F.A in Architecture
2007-2014

SKILLS

Experience Design
Ethnographic Research
Facilitation
Human Centered Design
Mentorship
Service Design
Systems Thinking
UX Design
User Research

Design Tools

Adobe Creative Cloud
Figma
Jira
Miro