

SAYANTANI MUKHERJEE

Service Designer

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EXPERIENCE

Amura Health

Apr 2025 – Present

Service Designer

- Diagnosed behavioural and expectation gaps in a chronic care program serving 7,000+ clients, identifying key drivers behind drop-offs and protocol deviations
- Synthesised insights from 60+ in-depth interviews into behavioural frameworks covering adherence challenges and motivation patterns
- Redesigned the end-to-end onboarding system, reducing early-stage escalations by 34.2% across multiple intake touchpoints
- Reframed the initial sales call as a diagnostic layer, improving client filtering and alignment before onboarding begins
- Worked directly with the founder and leadership team to pilot and implement new service interventions

Urban Company

Aug 2024 – Mar 2025

User Researcher

- Conducted primary and secondary research across multiple service categories, uncovering user needs and product gaps
- Led 15+ in-home visits to identify real-world usage challenges and installation issues for smart home products
- Ran rapid usability testing to enable same-day design decisions and iterations
- Analysed 200+ research sources to surface trends and inform product and design strategies
- Synthesised insights from 500+ customer queries (Amazon, Flipkart, YouTube, helpline data) to pinpoint recurring pain points and improve content clarity
- Collaborated with cross-functional teams to translate research into actionable product and design improvements

Tata Elxsi

Jul 2023 – Jul 2024

Design Researcher

- Conducted primary and secondary research across 5+ client projects, uncovering latent user needs and product gaps
- Led in-home studies, usability testing, and market analysis to drive design and product decisions
- Synthesised datasets spanning 200+ sources and 500+ customer queries into clear, actionable insights
- Delivered research-backed recommendations influencing product strategy, content, and design across multiple clients

EDUCATION

Srishti Institute of Art, Design and Technology

Human Centred Design · CGPA: 7.8

SKILLS

Core: Service design · Service blueprinting · Journey mapping · Systems thinking · Behavioural design · User research · Workshop facilitation · Cross-functional collaboration · Growth strategies · Survey design

Tools: Figma · Miro · Dovetail · Excel · Power BI

AWARDS & RECOGNITION

- Tata Elxsi Project Excellence Award – KIA (2024)
- CSAT Award – Mondelez Project, Tata Elxsi (2024)
- CSAT Award – Nivea E-commerce Packaging, Tata Elxsi (2024)