Swathi Muralidharan - Senior Service Designer | Design Strategist

Phone: +91 9677209096
Email: swathimuralidharan17@gmail.com
Portfolio: swathi-muralidharan.com
LinkedIn: https://www.linkedin.com/in/swathi-muralidharan/
Location: Bengaluru, Karnataka, India

_____

Personal Summary

Around 7 years of experience in design and technology; Practice focuses on customer-experience-led solutions with a strong understanding of business functions and technical capabilities, to design and develop services and strategies with systems thinking and a human-centred approach. Passionate about systems and strategy design, and capable of delving into the details as well as adopting a holistic approach, with experience in leading and mentoring design teams.

_____

Education

Royal College of Art
MA Service Design
2020 - 2022, London, United Kingdom.

London Business School
Mini MBA - Design Enterprise Programme (2021)
Executive Education - Business Modelling (2022)
London, United Kingdom.

Imperial College Business School
MBA Entrepreneurial Journey module
2020 - 2021, London, United Kingdom.

Uxmint Design Research Academy
User Experience Professional Certification
2019 - 2020, Chennai, India

Anna University
Bachelor of Engineering - Electronics and Communication
2014 - 2018, Chennai, India

_____

Experience

BT Group (British Telecom) / Service Design Specialist
Aug 2023 - Present, Bengaluru, Karnataka, India
- Primarily taking care of the Service Design practice within BT Group's Corporate Unit, collaborating with different departments to offer range of solutions based on qualitative and quantitative research and co-creation with stakeholders.
- Collaborating closely with Directors, Business Analysts, Product Managers, Engineers, User researchers & Product designers.
- Developed the entire BT Group's HR and IT support blueprints, identified opportunities and delivered Gen AI solutions.
- Managing design projects extending from insight-to-implementation, and strategic projects.
- Continously contributing to BT's sustainability goals, involving cross-unit collaboration, complex valuechains and ecosystems.
- Delivering internal trainings and mentoring on design thinking & service design, for colleagues & multiple stakeholder teams.

Burendo Ltd / Service Design Consultant
Sep 2022 - Feb 2023, London, United Kingdom
- Worked on projects demanding experience-led digital transformation, services and concepts, internal organisational strategies and processes, and managed company-wide stakeholders, including C-suite executives.
- Mapped end-to-end user journeys from 'awareness to acquisition' based on qualitative research.
- Led epics in agile design projects and managed different service design projects and teams.
- Collaborated with designers across disciplines, business analysts, product owners and technology professionals.
- Designed and developed 1-year IT strategy, and CRM processes for the company as a team of three.

Hellon / Service Designer
Oct 2021 - July 2022, London, United Kingdom
- Worked on client projects from different industries, designing customer experience-based digital transformation, business vision, growth strategies and solutions.
- Managed high-level stakeholders for clients like Sky, Vodafone, Musgrave Group, Business Gateway, VF Corp etc.
- Developed successful design project proposals in collaboration with the commercial team.
- Worked on projects across all horizons, from direct product-level implementation to high-level business strategies.

Ernst and Young (EY) / Service Designer
Sep 2021 - Dec 2021, London, United Kingdom

Designed saving management and investment solutions and business models for banks, to develop customer behavioural changes that build financial sustainability for UK-based citizens - RCA collaboration project.

Vivobarefoot / Service Designer
Jan 2021 - Jun 2021, London, United Kingdom

Designed a radical and innovative new service model and business plan to accelerate customer acquisition and retention. Delivered solutions and go-to-market strategies aligning the client's new subscription service with the market

Samsung / Strategic Designer
Nov 2020 - Feb 2021, London, United Kingdom

Worked with Samsung's Strategy and Marketing team to develop creative concepts for their social media branding campaign. Conducted user interviews, focus groups and workshops, and delivered concepts specific to Gen-Z audience.

Infosys Limited / Systems Engineer
Jun 2018 - Sep 2020, Chennai, India

Worked on multiple Agile IT projects (Product Development and Quality Assurance) for US-based clients.

Other Projects / Consultant - CX/Service Design
2019 - Present, London, United Kingdom & Bengaluru, Karnataka, India

Practising design consulting (side projects) for industries like telecom, finance, public sector, health care, automotive etc., also involving AI, sustainability, supply chain & inclusivity. [Partners- NHS, OnePlus, Adidas, Boston Consulting Group (BCG), Polestar, University College London (UCL), Moorfields, HHCD- Helen Hamlyn Centre for Design etc.].

―――

Accomplishments

Huawei Tech4Good Conference Singapore 2022
Presented and mentored seven finalist project teams representing different countries, over a one-week design innovation sprint. Conducted sessions and workshops involving the design thinking process, business implementation and storytelling.

Royal College of Art - Grand Challenge 2020-21
Won Royal College of Art's Grand Challenge - World's Biggest PG Design Competition, with two awards (Winning Project and Best Narrative) for the project "The Yellow Box".

Index Award 2021
Speaker at The Index Project Foundation's Index Award 2021 event, presenting and discussing future impacts of life-improving design solutions.

Samsung - Design School Creative
Selected to be one among the ten students from Europe's top Design schools to work with their Strategy and Marketing team on a global project.

Sustainability in Business - Online Course
A one-month course (by Unschool, Disrupt Design) with an action-oriented approach to transforming organisational practices to be more sustainable across the business, operations, products and experiences.

―――

Technology and Tools

- UX Tools - Adobe XD, Figma, Illustrator
- Collaboration Tools - Miro, Mural, FigJam
- Workspace Tools - Atlassian suite: Jira, Confluence, etc.
- Coding languages - C++, Java, Python, .Net
- Database Management - MS-SQL, PL-SQL, Oracle DB, and Advance SQL
- Data Warehousing - Informatica, Cognos, and Power BI
- Technologies - Big Data Analytics and Cloud computing

―――

Professional Skills

- User research, analysis & synthesis
- User/Stakeholder workshop facilitation
- Journey/Ecosystem mapping
- Service blueprinting
- Concept development & delivery
- Value/Supply chain mapping
- Business modelling
- Systems thinking
- Strong storytelling & value articulation

Competencies

- Project management
- Leadership and Community collaboration
- Service design mentoring
- Stakeholder management
- Effective communication
- Strategic thinking and planning
- Decision-making and Risk management
- Cross-functional collaboration
- Delivering trainings and mentoring