

SAKSHAM PANDA

SERVICE DESIGNER | RESEARCHER



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A problem solver at heart, and my tools happen to be design, research, and strategy. I am fueled by systems thinking to navigate through ambiguity. I love finding answers to Why design? What to design? How to design? The intersection of design and research resonates very strongly with me. It comes so naturally that it blurs the line between my dreams and profession. I hope to keep learning and practicing design to make life easier for everyone.

EXPERIENCE

Service Designer

BT (British Telecom)

May 2022- Present

Service design for BT Global. Ensuring customer needs and business outcomes are served by People, Process, Information and Technology.

Service Designer

KONE India

June 2021- May 2022

Service design at the India Technology & Engineering Centre at Pune. Closely worked with the industrial and UX design teams to bring innovative people flow experiences to life.

Project Associate- Service Design

Indian Institute of Technology, Roorkee

August 2020- February 2021

Service design to establish the disability support services at IIT Roorkee. The role involved defining design strategies for an inclusive & accessible campus for students with disabilities.

PROJECTS

● Service design for students with disabilities

Service design to establish Inclusion and Accessibility Services at IIT Roorkee. Worked on user research, co-creation workshop, and mappings like Journey maps, service blueprint.

● Service design for craft education

Systems thinking approach to service design for education in Indian crafts. Created systems gigamap and explored methods like ecosystem map, business model canvas, stakeholder map, service roadmap, etc.

● Service design for a water conservation NGO

Service design to enhance volunteers' experience and engagement. Conducted user interviews and co-creation sessions to create to-be journey map and storyboards.

● Ethnography

A comparative ethnographic study of Longpi pottery in Manipur and Delhi from a business perspective. Worked on documentation and research report after field visits.

BEYOND ACADEMICS...

● Exhibited a gigamap (system design complex visualization) with my classmates and mentor at RSD9 international systemic design symposium 2020 held virtually at NID Ahmedabad.

● Exhibited a craft project at Conscious Culture Design Fair by Future Collective Delhi under the theme of conscious lifestyles.

EDUCATION

MASTER OF DESIGN (M.DES)

Lifestyle Accessory Design

2018-2021

National Institute of Design, Gandhinagar

BACHELOR OF ENGINEERING (B.E.)

Civil Engineering

2013-2017

Vikram University, Ujjain (MP)

CLASS XII

Science Stream

2013

Vidyasagar School (CBSE), Indore (MP)

SKILLS

Qualitative design research

Data synthesis and reports

Research artifact design

Service experience and blueprint

Workshops and co-creation

User research

TOOLS

Figma

Adobe XD

Adobe Indesign

Adobe Illustrator

Adobe Photoshop

Confluence

Collaboration tools (Mural, Miro)

INTERESTS

Reading

Blogging

Doodling

Yoga

LANGUAGES

English

Hindi

REFERENCE

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