Sujith Samuel

As an Experience Designer with a specialized focus on design strategy, I bring expertise in design research, visual communication, and prototyping. With a versatile background, I have successfully applied my skills in healthcare, financial, and startup domains. Notably, developed a compelling ozone technology product, for a Chicago based startup which is set for development in 2025.

Location: **Chicago, IL 60616**

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LinkedIn

Work Experience

Product Development Consultant
Aug 2023 - Dec 2023

Internship | **IIT Institute of Design**

- Conducted 4 ethnographic observation studies, 13 user interviews and 4 photo diary study to create a compelling resource of user research insights that inform product planning & strategy.
- Conceptualized, prototyped, and developed a product for providing safe and accessible drinking water for campers using ozone technology.
- Developed metrics, product roadmap and strategies to expand the product into developing countries for water accessibility in the next 5 years.
- Created a compelling presentation deck to present the product concept to the CEO of the company that they are planning to develop in 2025.

Experience and Design Strategy Intern
Jul 2023 - Dec 2023

Internship | **Geisinger Health Pennsylvania**

- Conducted primary research with hospital staff, patients and internal stakeholders and developed journey maps, service maps and recommendations for implementing self service checkin pilot program at 5 hospital locations in Pennsylvania.
- Worked on three of enterprise-wide initiatives and develop visual case studies to promote the adoption of human-centered design approaches within the organization.
- Created a compelling presentation deck to showcase the visual case studies to over 20 internal stakeholders, including VPs of product management and digital transformation.

Design Researcher, Experience Designer
Jan 2023 - May 2023

Sponsored Project | **Design Museum of Chicago**

- Collaborated with cross-functional teams to execute ethnographic field user research (intercepts), conducting surveys with 100+ participants and 12 interviews as a team to gain insights into pain points and behavioral attributes related to the future of Museums.
- Analyzed and synthesized qualitative research outcomes using user journey maps, and stakeholder mapping techniques to generate insights and prototype solutions.
- Designed and prototyped an MVP for better customer engagement which in turn increased the web traffic to their website by 10% during the initial phases of testing.

Innovation Strategist
Aug 2022 - Dec 2022

Sponsored Project | **IIT Institute of Design and Northwestern Mutual Insurance**

- Collaborated with a multidisiplinary team to conduct secondary research on perceptions and evolution of insurance using PESTLE framework.
- Analyzed the financial futures using trend analysis and pestle analysis to uncover insights that lead to the development of 12+ case studies of analoguos industries to understand future needs.
- Designed and developed a toolkit for future thinking and scenario planning which Northwestern Mutual team can use internally for facilitating workshops about future offerings.

UX/UI Designer

Freelance **Ed Kaplan family Institute of innovation and entrepreneurship**

- Worked as a UI/UX, brand designer for a pharmaceutical startup, developing brand guidelines, logo designs, and UI/UX designs.
- Designed wireframes and low to mid-fidelity prototypes for their web application, working closely with the internal stakeholders.
- Collaborated with a team of designers and prototyped an MVP for their first startup pitch competition, which helped them secure funding of $15000 as second place winners.

Education

Master of Design, Human Computer Interaction (HCI)

IIT Institute of Design | Chicago, iL
August 2021 - December 2023
GPA : 3.97 , Merit Scholarship Recepient

Relevant coursework: Design research methods, Business Innovation & Strategies, Data Visualization, Product Design (Physical & digital), Visual Communication.

Bachelor of Technology, Mechanical Engineering.

College of Engineering Adoor | India
August 2015 - July 2019
GPA : 8.5/10 , Skills : CAD Modelling (Solid-Works, Fusion 360, Siemens NX), Rapid prototyping (3D printing), Materials and Manufacturing.

Skills and Expertise

Design

Design Research and Analysis, Visual Communication, Systems Thinking, Design Strategy, UX Design, Experiential Prototyping, Rapid prototyping (CAD, 3D printing), Diagramming, User research.

Research

User Interviews, Contextual Inquiry, Research Planning, Surveys, Data Analysis, Diary Studies, Photo elicitation, User Testing, Heuristic Evaluation, Observation Studies, System Mapping.

Soft Skills

Project Management, Facilitation, Leadership, Written & Verbal Communication, Multidisciplinary collaboration, Analytical & Critical Thinking, Learner-mindset, Facilitation,Story telling.

Tools

Adobe Illustrator, Indesign, Photoshop Figma, Miro, Mural, Solidworks, Autodesk Fusion, Procreate, MS word, Excel, Powerpoint. Google Suite