

Sujith Samuel

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Brief summary

Service designer with experience shaping early-stage pilots, multi-actor workflows, and implementation-ready service models across healthcare operations, digital accessibility, AI-assisted systems, and physical product innovation. Skilled in generative research, contextual inquiry, field observation, service blueprinting, ecosystem mapping, workflow design, QA frameworks, and cross-functional alignment. Strong fit for teams building design practices, translating complex operational systems into usable experiences, and designing for evidence, trust, accessibility, and scale.

Experience

Design Strategist

February 2024 -Current

Impact Partners LLC

Wilmette, IL

- Designed workflow, QA, and governance structures for a university client scaling digital accessibility across 16,000+ instructional video assets.
- Defined the end-to-end service model for AI-assisted audio description, including intake, context capture, AI output review, human validation, QA, escalation, and evaluation.
- Created reviewer decision rules, QA criteria, workflow handoffs, and evaluation logic to standardize how human reviewers assessed AI-generated outputs.
- Mapped operating roles and dependencies across leadership, content teams, technical partners, AI vendor teams, and human reviewers to support pilot implementation.
- Translated recurring accessibility and quality issues into reusable review standards, reducing reliance on one-off remediation.
- Helped shift accessibility work toward a scalable operating model grounded in evidence, human oversight, and WCAG/ADA-aligned review practices.

Design Associate

February 2024 - February 2025

Illinois Institute of Technology

Chicago, IL

- Designed a structured digital operations model for a university client, organizing 16,000+ assets across 60+ courses into a reusable system for QA, governance, and deployment.
- Created modular workflow standards, metadata structures, review processes, and content lifecycle models to improve discoverability, version control, and cross-team coordination.
- Reduced deployment time by approximately 40% by standardizing asset organization, review steps, handoffs, and publishing workflows.
- Partnered with leadership, SMEs, IT, library teams, and implementation stakeholders to translate fragmented operational needs into scalable systems.

Service Designer

July 2023 – December 2023

Geisinger Health Pennsylvania, Steele Institute for Health Innovation

Danville, PA

- Supported a self-service check-in/out pilot across five hospitals, focused on improving patient check-in and reducing operational friction for frontline staff.
- Developed research plans for contextual inquiry, observational studies, stakeholder interviews, and synthesis to understand operational gaps across patient access workflows.
- Mapped multi-actor workflows across patients, PAR staff, kiosks, Epic eCheck-in, operational leadership, and revenue-cycle stakeholders.
- Created journey maps, service blueprints, workflow diagrams, and implementation recommendations connecting front-stage patient experience to back-stage operational dependencies.
- Identified adoption barriers including kiosk payment limitations, inconsistent staff workflows, decentralized ownership, quality-control gaps, and competing success metrics.
- Presented findings to digital transformation, data analytics, patient access, and operational leadership teams.
- Recommendations contributed to a reported 37% increase in user satisfaction and clarified the service model for scaling self-service check-in.

Product Design Consultant

July 2023 – December 2023

Geisinger Health Pennsylvania, Steele Institute for Health Innovation

Danville, PA

- Led field research for a portable off-grid sanitation concept, including contextual inquiry, shadowing, diary studies, and observational research.
- Used journey mapping, Jobs-to-Be-Done, and adoption feasibility analysis to narrow a broad water-tech opportunity into a focused product direction.
- Planned and facilitated a 60-minute concept workshop using card sorting and prioritization matrices to evaluate user values, barriers, form factors, and usability needs.
- Developed ecosystem maps, product direction, wireframes, and decision artifacts to assess feasibility, usability, adoption risk, and validation potential.

- Translated research findings into a portable sanitation concept designed around real-world use conditions, behavioral barriers, and trust requirements.
- Identified adoption barriers including kiosk payment limitations, inconsistent staff workflows, decentralized ownership, quality-control gaps, and competing success metrics.
- Presented findings to digital transformation, data analytics, patient access, and operational leadership teams.
- Recommendations contributed to a reported 37% increase in user satisfaction and clarified the service model for scaling self-service check-in.

Skills

- **Service Design:** Service Blueprinting, Journey Mapping, Ecosystem Mapping, Multi-Actor Workflows, Systems Mapping, Stakeholder Mapping, Workshop Facilitation
- **Research:** Contextual Inquiry, Field Research, Shadowing, Diary Studies, Observational Research, Stakeholder Interviews, Thematic Analysis, Research Planning
- **Product Strategy:** Product Discovery, Jobs-to-Be-Done, Adoption Feasibility, Pilot Design, Concept Prioritization, Market Inputs, Roadmapping Support
- Tools: Figma, Miro, Mural, Qualtrics, Adobe Suite, Figjam

Education

- **Master of Design Innovation** | Illinois Institute of Technology | Chicago, IL | (GPA: 3.9, Graduate Merit Scholarship Recipient)
- **Bachelor of Technology, Mechanical Engineering** | APJ Abdul Kalam Technological University | Kerala, India | (GPA: 3.6)