

ADITYA PATIL

SERVICE DESIGNER

CONTACT

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KEY ACHIEVEMENTS

- Saved \$750K+ annually by replacing the third-party research tool with a custom in-house AI-powered research tool used by research analysts.
- Achieved a System Usability Score (SUS) of 62 for the JP Morgan Asset Management enterprise tool.
- Increased customer retention by 100% (from ~434K to ~870K) for 5Paisa's mobile trading app by leading the UX research.
- Reduced customer support requests by 40% and doubled bill collection at Airtel IoT by redesigning the bill payment flow through card-sorting and user feedback.

AWARDS

- Fintech product at JP Morgan nominated for UK Banking Tech Awards 2024.
- Ranked 4th in the Reply Challenge for UX design of Pam App.

WHY SELECT ME

I bring a rare blend of service design and research skills, able to zoom into user pain points and zoom out to map systems. I turn insights into scalable, user-first solutions that align with business goals, ensuring solutions that contribute meaningfully to the company's growth and success.

SKILLS

Design Artefacts: Service Blueprints, Service Mapping, Personas, User Stories, User Experience Maps, Prototypes, User Journeys

Research Methods: Interviews, Usability Testing, Cultural Probes, Surveys, Contextual Inquiry, Journey Mapping, A/B Testing, Analytics

Tools: Figma, Miro, Maze, Optimal Workshop, Pendo Analytics, Kibana Analytics, Adobe Suite, Atlassian Suite, Qualtrics

Ways of Working: Agile, Stakeholder Facilitation, Co-Design Workshops, Design sprints

ABOUT ME

Service Designer with 5 years of experience delivering impactful solutions across healthcare, fintech, and public sector. Master's in Service Design from Glasgow School of Art with proven expertise in stakeholder facilitation, co-creation workshops, and translating complex business requirements into user-centred service propositions. Passionate about championing service design methodologies and building cross-functional alignment.

WORK EXPERIENCE

Experience Designer & Researcher,

JP Morgan Asset Management | UK | Nov 2021 - Jun 2025

- Championed service design adoption across global business verticals at JPMorgan, **developing frameworks** presented at service design conference and facilitating stakeholder alignment through regular **innovation workshops**.
- **Expanded the user base** by **600%** through strategic business line expansion while maintaining high retention rates by continuously enhancing the service experience across multiple touchpoints.
- Cross collaborated with designers, developers, and PMs to deliver an AI-powered summarisation tool, informed by discovery research and usability testing, **cutting** report analysis time by **50%** and **saving** the firm **\$750K+** annually by replacing costly third-party tool.
- Mapped cross-channel **user journeys** and co-created **service blueprints** for AI-powered enterprise tools using Miro and FigJam.
- Led discovery workshops across cross-functional teams to uncover workflow friction and **prioritise** UX improvements.
- **Developed** unified **design framework** grounded in Information Foraging Theory, simplifying navigation and reducing tool-switching.
- Advocated for **service design** methodologies internally, embedding **user-centric approaches** in regulated financial context.
- Improved accessibility across devices by **analysing Kibana usage data** and securing **stakeholder buy-in** for a responsive redesign, after revealing that 70% of users were affected by poor screen adaptability.
- Led a System Usability Scale (**SUS**) **survey** using **Qualtrics**, uncovering key usability gaps with a **score of 62**, and translated findings into actionable improvements through **refinement workshops** with engineers and product managers.
- Streamlined delivery across parallel projects by implementing standardised research handoffs and **facilitating design reviews**, ensuring alignment and progress within cross-functional teams.

Service Designer & Researcher

Scottish Education System | Scotland, UK | Jun 2021-Sep 2021

- Led service design by using the **GDS standards and CDDO principles** to explore socioeconomic inequalities in education, using interviews, observational studies, and desk research.
- **Analysed** Scottish Index of Multiple Deprivation (SIMD) 2020 data to identify underprivileged regions in Glasgow and map schools based on deprivation levels.
- **Validated** a clear correlation between Socio-economic status (SES) and access to quality education, informing recommendations for more equitable learning interventions.
- Conducted **observational studies** through comparative site visits in low and high SES schools to identify disparities in resources, infrastructure, and student experience.

EDUCATION

Masters in Design Innovation & Service Design

Glasgow School of Arts, UK

Bachelor of Engineering (Mechanical)

University of Pune, India

CERTIFICATION

Measuring UX and ROI

Nielsen Norman Group (NN/g)

Investment Essential Program

JP Morgan Chase

Interaction Design

Indian Institute of Technology, Guwahati, India

UX Design

Interaction Design Foundation

WORK EXPERIENCE

Designer & Researcher

National Health Services (NHS) | Scotland, UK Service | Jan 2021-May 2021

- Led service design research for NHS Scotland, improving care pathways for Motor Neurone Disease patients through stakeholder workshops, service blueprints, and co-created solutions including a communication system that enhanced patient-provider interactions.
- **Applied GDS standards and CDDO principles** to ensure accessibility, inclusivity, and user-centred design throughout the service design process.
- Conducted in-depth **interviews** and **focus groups** with patients, carers, and occupational therapists to uncover communication gaps in neurological rehab services.
- **Facilitated co-design workshops** to create user journey maps, ecosystem maps, and service blueprints, revealing critical service-level pain points and opportunities.
- **Developed engagement tools** to support inclusive participation during interviews and workshops, ensuring richer, more accurate insights.
- **Prototyped** communication aids and tested them with patients to gather early feedback, iterating solutions based on emotional and functional needs.
- Co-created the "Q Cards" communication system, improving interaction between patients with Motor Neurone Disease (MND) and clinical staff, enhancing clarity and empathy in care delivery.

Senior UX Designer

The Minimalist Pvt Ltd | India | Jun 2019-Sep 2020

- Led cross-functional design engagements for fintech, telecom, and e-commerce clients as primary stakeholder liaison
- **Doubled customer retention** for 5Paisa's trading app by enhancing user experience through moderated **usability testing**.
- **Increased bill collection by 300%** by uncovering user friction points through **journey mapping**, and redesigning the bill payment flow to be more visible and intuitive.
- **Conducted a card sorting exercise** to restructure the **information architecture** for Airtel IoT's enterprise tool, improving content findability and reducing cognitive load.
- **Boosted Airtel DTH adoption by 30%** through **qualitative research** and **design validation**, leading to a streamlined mobile-to-TV flow that enhanced user onboarding and engagement.
- **Reduced dependency** on customer support **by 40%** by designing and validating an automated help module informed by common query patterns and user pain points.

UX/UI Designer

Eduspace technologies Pvt Ltd | India | Jun 2018-May 2019

Graphic Designer

Creintech Solutions LLP | India | Nov 2016-Jun 2018

Co-Founder & Designer

Startup Pune | India | Jun 2016-Jun 2017

- Organised and ran six quarterly networking events with well-known tech entrepreneurs, drawing over 100 attendees each and creating 30+ mentorship connections.