

Suneet Kumar

Design Strategist

+91 7737817657

www.suneetkr.com

suneetkr@dignifylab.com

PROFILE

I am an experienced design strategist specializing in Business Design, Service Design, Design Research, Systems Thinking, Strategic Foresight, Business Model Innovation and Workshop Facilitation. I've worked with a diverse range of clients, leading projects that drive business value through design. These include startups, agencies and Fortune 500 companies, spanning multiple industries including corporate and investment banking, healthcare, energy, social development, sustainability and urban mobility. I am also a guest faculty at the National Institute of Design (NID) and have been published in the foremost professional journal (SDN Touchpoint) in the field of Service Design.

SKILLS

- **Service Design:** End-to-end service design including Design Research, Service Strategy, Blueprinting, Service Prototyping and Evaluation
- **Design Research:** Research Framework Design, Research Governance, Quantitative and Qualitative Research including ethnography, grounded theory and phenomenology
- **Systems Thinking:** Systems Mapping, Systems Dynamics and Contextual Solution Design
- **Strategic Foresight:** Delphi, Horizon Mapping, Causal Layered Analysis, Speculative Scenarios
- **Business Model Innovation:** Value Proposition and Business Model Design
- **Workshop Facilitation:** Innovation & Design Thinking Workshops

EXPERIENCE

SHELL MARKETS INDIA PVT. LTD., Bangalore

Senior Service Designer, *January 2022 - Current*

(Contract: Jan 2022 – Oct. 2022, Full-time: Oct. 2022 – Current)

- Led service design and UX Research for B2B Business Mobility EV charging projects in Europe and North America. Formulated Personas, journeys and end-to-end blueprint designs for various customer value propositions in the EV charging domain
- Helped define B2B Business Mobility strategy for the rapidly evolving EV charging landscape
- Designed and facilitated key strategy workshops with Shell's IT Leadership Team

COMMONPLACE, New Delhi

Founding Member, Ops. & Systems Design Lead, *April 2021 – January 2022*

- Led the systems thinking and user function within Commonplace, working with clients like Ashoka University (Center for Social and Behaviour Change) and Ipsos on social impact projects

- Responsible for establishing operational functions for the company, including modus operandi for sales and fundamental organizational finance

DIGNIFY LAB LLP, Bangalore

Founding Partner, *April 2020 – January 2022*

- Co-founded design firm specializing in user research, systems thinking and service design
- Worked with the founders of Cult.fit and Rapido on customer research, strategic foresight and operational analysis projects
- Led innovation and research projects with World Health Organization (WHO), Bill and Melinda Gates Foundation (BMGF) and the Sustainable Trade Initiative (IDH)
- Served on the Board of Advisors for MuddleArt, a sustainable enterprise in the textile recycling industry. Areas of advisory included systems thinking-enabled strategy, research and design.

VIHARA INNOVATION NETWORK, New Delhi

Service Designer, *Sept. 2019 – April 2020*

- Worked on Family Planning project sponsored by the Bill and Melinda Gates Foundation (BMGF), in partnership with the International Center for Research on Women (ICRW).
- Key responsibilities included Research Design, Ethnographic Research, Systems Design, Service Design & Evaluation Framework Design.

SOCIETE GENERALE GSC, Bangalore

Designer: Service & Business Design, *July 2018 – August 2019*

- SG Corporate & Investment Banking (SGCIB), Hong Kong: Served as Lead Service Designer to enable seamless synchronization between operations team at Bangalore and client-facing entity at Hong Kong for the Delta One trading desk.
- 'Catalyst' Corporate Accelerator program: Conducted workshops with startups & business sponsors across Asia, Europe & Africa to formulate their Value Propositions & Business Model.

EDUCATION

NATIONAL INSTITUTE OF DESIGN (NID Gandhinagar)

Master of Design (M.Des) 2018, *Strategic Design Management*

MALAVIYA NATIONAL INSTITUTE OF TECHNOLOGY (MNIT Jaipur)

Bachelor of Architecture (B.Arch) 2015, *Architecture*

PUBLICATIONS

NON-LINEAR APPROACHES TO SERVICE DESIGN:

Touchpoint Vol.12 No.2 (April 2021) Special Issue on Systems Thinking in Service Design, Service Design Network.

COUPLE ENGAGE -BARRIERS TO GENDER-EQUITABLE ENGAGEMENT OF MEN AND COUPLES IN FAMILY PLANNING

Seth, K., Vachhar, K., Sahay, A., Joseph, J., Dutta, D., Yadav, K., Jha, S., Kumar, S., Nanda, S.(2020) International Center for Research on Women, New Delhi.
