

About

Sanandan is a service designer & researcher with over 3 years of experience in a multinational infotech consulting company. His design practice is guided by contextual empathy, behavioural insights and creativity. He is an eager learner with a zeal for storytelling and systems thinking.

Work Experience

Service Designer & Researcher, Tata Research Design & Development Centre (Tata Consultancy Services-Research)

SEPTEMBER 2022 – PRESENT, PUNE

Part of in-house service design & research support team for TCS, working on projects in Employee Engagement, Legal-Tech, Education, Transportation and Agriculture

- Identified strengths & gaps of service flows through qualitative & quantitative experience assessments
- Conceptualised new service offerings and design interventions to enhance stakeholder experience
- Facilitated workshops across the service design lifecycle with internal and cross-functional teams
- Partnered with teams to co-create journey maps, blueprints and storytelling artefacts
- Experimented with design methods to create AI-enabled tools for business support
- Mentored and supported intern projects
- Member of Organising Committee of Service Design Conference 2025 and Cafeteria Committee at TCS Pune

Internship Experience

Behavioural Science Trainee, 1001 Stories

SEPTEMBER 2021 – DECEMBER 2021

Conducted primary & secondary research for projects on home appliances, taxi drivers, and finance customer helplines.

Consumer Research Intern, Quantum Consumer Solutions

JUNE 2020 – AUGUST 2020

Handled diary studies, took notes & acted as an interface during interviews & discussions. Worked with FMCG companies in food & beverage, cosmetics, and finance sectors.

Early Creative Internships, People Design & Communications / Kenscio Digital / English Dost

2015–2020, BENGALURU

Created copy, social media posts, and stories for projects spanning Food & Beverage, construction, Retail Toys, Healthcare, Cosmetics, travel and education.

Education

Master of Design (2020 – 2022)

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, DESIGN & MANUFACTURING, JABALPUR

Bachelor of Design (2015 – 2019)

RAMAIAH UNIVERSITY OF APPLIED SCIENCES, BENGALURU

Key Skills

Facilitation, Storytelling, Service Mapping, User Research, Strategy & Planning

Methods & Artefacts

- Journey Maps
- Personas & Empathy Maps
- Stakeholder Maps
- Service Blueprints
- Storyboards
- Interviews & Group Discussions
- Survey Design
- Field Observations
- UI Wireframes

Software

- Google Suite
- Microsoft Office
- Figma
- Adobe Suite
- Miro & Mural