

ISHA DEOSTHALI

UX Designer · Innovation Strategist · Service Designer
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PROFESSIONAL SUMMARY

Experience Strategist with 4+ years of experience helping organizations understand customer needs, rethink services, and design better experiences across enterprise, retail, AI, and public-sector initiatives. Experienced in user experience design, service design, customer journey mapping, stakeholder facilitation, business process analysis, and experience strategy. Passionate about bringing together research, business thinking, and human-centered design to solve complex transformation challenges.

CORE EXPERTISE

Customer Experience Strategy: Customer Journey Mapping, Service Design, Experience Strategy, Persona Development, Journey Mapping, Experience Roadmaps, Business Process Analysis, Future-State Visioning

Research & Strategy: Stakeholder Interviews, Design Research, Behavioral Insights, Competitive Benchmarking, Experience Audits, Opportunity Identification, Insight Synthesis

Consulting: Workshop Facilitation, Client Presentations, Cross-functional Collaboration, Design Thinking, Executive Storytelling

WORK EXPERIENCE

Project Manager *(Sep 2025 – Nov 2025)*

CVS Health × SCADpro (Sponsored Project) · Savannah, GA

- Led an 18-member multidisciplinary consulting team across research, service design, customer experience, and retail strategy.
- Partnered directly with CVS Health stakeholders to understand customer, colleague, and operational challenges across retail experiences.
- Developed customer journeys, stakeholder maps, and future-state concepts informed by behavioral research.
- Identified service gaps and proposed scalable recommendations balancing customer experience, operational efficiency, and business goals.
- Facilitated workshops, aligned multidisciplinary teams, and presented recommendations to client stakeholders.

Project Coordinator & UX Specialist *(Jun 2025 – Aug 2025)*

Mahomet Area Chamber of Commerce (Live Project) · Remote

- Led a team of 18 across branding, website & campaign teams to strategize MACC's rebranding. Conducted stakeholder interviews and facilitated collaborative workshops to understand organizational priorities and customer needs.
- Evaluated existing digital experiences and identified opportunities to improve service delivery and accessibility.
- Developed customer journeys, experience recommendations, and implementation priorities aligned with organizational goals.
- Coordinated cross-functional teams throughout research, strategy, and implementation.

UX Design Analyst *(Jan 2023 – Jun 2024)*

Deloitte USI · Hyderabad, India

- Collaborated with clients across Retail, AI, and Government engagements to improve customer and employee experiences.
- Conducted research, workflow analysis, and journey mapping to uncover operational inefficiencies and customer pain points.
- Translated research findings into service improvements, strategic recommendations, and future-state experience concepts.
- Worked closely with business stakeholders, product managers, engineers, and designers throughout discovery and delivery.
- Improved task completion time by 15% through redesigning complex workflows and customer journeys.

UX Design Intern *(Jan 2022 – Jun 2022)*

SAP Ariba · Bengaluru, India

- Conducted customer research and workflow analysis across enterprise procurement journeys.
- Developed journey maps, personas, and experience recommendations supporting product improvements.
- Improved supplier information retrieval efficiency by 30% through research-led design iterations.

UX Design Intern (Jun 2021 – Aug 2021)

Yellow Slice · Mumbai, India

- Supported customer experience initiatives across fintech, e-commerce, and taxation platforms.
- Conducted competitive benchmarking, user research, and journey analysis to identify opportunities for improvement.

UX Designer (Aug 2020 – Apr 2021)

World Design Organization × United Women — Global Design Challenge · Global

- Designed inclusive digital experiences informed by 10+ user interviews and co-design workshops.
- Developed 18+ iterative prototypes, refining solutions through continuous user feedback.

UX Designer (Oct 2020 – Nov 2020)

Samsung (Live Project) · Remote

- Redesigned Galaxy Watch interactions through iterative UX research and prototyping.
- Created 20+ high-fidelity screens, interaction flows, and prototypes.
- Improved task completion speed by 20%.

EDUCATION

Master of Arts, Design Management (Sep 2024 – Mar 2026)

Savannah College of Art and Design (SCAD) · Savannah, GA

GPA: 4.0 / 4.0

Bachelor of Design, User Experience Design (Jul 2018 – Jun 2022)

MIT Institute of Design · Pune, India

GPA: 3.25 / 4.0

TOOLS

Design: Figma, FigJam, Adobe Creative Suite, Miro

AI: Claude, Figma Make, ChatGPT, MidJourney

Product: Jira, Notion, PowerPoint, Excel, Word

Languages: English (Fluent), Hindi (Native), Marathi (Native)

PUBLICATIONS & RECOGNITION

- Honorable Mention - European Product Design Awards 2026 – CoHive: Where your work is seen & your energy matters
- Honorable Mention - International Design Awards 2025 - MyxLabs: Your Body. Your Routine. Your Rules.
- AASRA: Assurance and Adoptive Support for Reliable Adopters" - VR-based adoption preparation system. Presented & published, ACED SEANES 2020.
- Adjustable Design Intervention for Rail Sahayaks to Reduce Physical Discomfort" - Presented & published in Springer, Humanizing Work and Work Environment 2020.

CERTIFICATIONS

- McKinsey & Company: McKinsey.org Forward Program
- Lextant: Design Research & Insight Translation
- LinkedIn: Excel Essential Training (Microsoft 365)
- Stukent: Financial Accounting: Accounting Cycle Simternship
- Udemy: How to Design for Accessibility: for UX Designers (WCAG 2.2)