

Priyank Sagar

Product and Service Designer

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About

A designer who believes that real meaning of design is in solving real world problems, beyond charming products.

Skills

Technical skills: CAD/ CAM, CMF, collaborative design, design management, ethnography, design research, design simulation, design thinking, empathetic design, ergonomics, materials and manufacturing processes, mixed methods, product sketching, qualitative and quantitative research, rapid prototyping, service blueprint, touchpoint analyses, user-centric design.

Personal Skills: Problem solving. Working within constraints. Excellent communication skills. Empathy. Keen observer. Creativity.

Research Publications

Journal Article (1)

Sagar, P., Mahamuni, R., Agrawal, V., Darak, S., Jori, V., & Athavale, S. (2023). Designing Empathetic Service Experiences Using Storytelling Approach: A Case Study. *Strategic Design Research Journal*, 16(1). DOI: <http://dx.doi.org/10.4013/sdrj.2023.161.05>

Conference Papers (2)

- Sagar, P., Mahamuni, R. (2023). Prototyping Framework for Effectively Communicating Service Concepts. In: Chakrabarti, A., Singh, V. (eds) *Design in the Era of Industry 4.0, Volume 2. ICORD 2023. Smart Innovation, Systems and Technologies*, vol 342. Springer, Singapore. DOI: https://doi.org/10.1007/978-981-99-0264-4_73
- Sagar, P., Mahamuni, R., Agrawal, V., Darak, S., Jori, V., & Athavale, S. (2023, November). Exploring Storytelling Approach with Service Design to Create Empathetic Experiences for Adolescents Living with HIV: A Case Study. In *Service Design and Innovation Conference* (pp. 261-275). DOI: <https://doi.org/10.3384/ecp203013>

Patent (1)

An Organizer for Plein-air Artists. (Indian Patent No.: 509263)

Co-Curricular

Behavioral science, observing people, painting, crafts, design discourse, photography, woodworking, DIY projects.

Recommendations

Recommendation letters from Prof. Vijay Bapat and Prof. Selby Coxon (Senior faculties at I.I.T. Bombay, and Monash University respectively).

Portfolio

<https://www.priyanksagar.com/>

Professional Experience

Priyank Sagar Design, Uttarakhand — Apr 2024-Present

Sole Proprietor

- Started a design studio focusing on providing consultation in space of physical products and service design.
- The business also focuses on developing products in-house, and taking them to market.

Tata Consultancy Services Research, Maharashtra — Sept 2021-Mar 2024

Service Design Researcher

- Designed holistic services for internal, client and CSR projects.
- Research activities to help build body of knowledge of Service design subject. Published research in conferences and journals.
- Collaborated with multidisciplinary teams to co-create holistic services, wrote research papers, prototyped and implemented new services, and explored directions in which service design should progress.

The Himalayan Soap Shop, Uttarakhand — Aug 2020-Present (Part-time)

Sole Proprietor

- Started a home-run skincare business from scratch.
- Solely developed branding strategy and elements, recipes of products, material sourcing, business models, handling sales, packaging. In short, every aspect of the business from start to end.

Indian Institute of Technology, Bombay, Maharashtra — Jun 2019-Aug 2020

Teaching Assistant

Assisted professors with several academic projects and conducted design workshops from time to time.

eGovernments Foundation, Karnataka — May 2018-Jul 2018

Interaction Design Intern

Focused on service design problems of Bruhat Bengaluru Mahanagara Palike (Municipality of Bangalore). Designed a service that would optimize the utilization of waste pickup trucks. Took part in entire design process, from research to delivery.

Pan Himalayan Grassroots Foundation, Uttarakhand — May 2017-Jul 2017

Design Intern

Studied brand system of the NGO and its sister organization- Mahila Umang Producers Co. to produce multiple promotional videos for both organizations which played an essential role in fund generation for NGO.

Education

Indian Institute of Technology, Bombay — 2015-2020 — C.P.I.: 8.72

Dual-Degree: Master of Design (Industrial Design)
Bachelor of Design

Monash University, Caulfield, Australia — Jul 2018-Dec 2018

Exchange Semester