



Jay Prajapati

Service Design Leader and Strategist

W jayprajapati.com

T +91-87580 61189

E jyprijpt07@gmail.com

RESEARCH SKILLS

Service Design
Design Thinking Facilitation
Ethnographic Research
Qualitative Design Research
Cross-functional Team Leadership
Systems Thinking
Strategic Foresight
Change Management
Implementation Strategy

DESIGN SKILLS

AI Models and Platforms
Notion / NotebookLM
Figma / Miro / Mural
Keynote
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Rapid Prototyping

LANGUAGES

Hindi
German (Elementary Proficiency)
Spanish (Elementary Proficiency)
Gujarati
Marwari

PERSONAL DEVELOPMENT

S.I.C Workshop, US
Lead Facilitator

Kamkomani Youth Project, KE
Community Developer

American Red Cross, US
Blood Drive Volunteer

SCAD Design Research Club, US
Research Participant

EXPERIENCE

Lead Service Designer // 2024 - 2025

Amura Health, Chennai, IN

Led service design for AI-driven chronic care, integrating clinical research, patient insights, and system thinking. Mentored designers to embed service design practices, driving scalable healthcare transformation and seamless user-centered.

Senior Service Designer // 2022 - 2023

IBM, Mumbai, IN

Creating and delivering efficient service design eco-systems by implementing systems-thinking approach backed by in-depth user-centric research methodologies for multiple cross-geography projects. (NDA)

Senior Design Researcher // 2019 - 2022

Studio 5b, Dr. Reddy's Laboratories, Mumbai, IN

Leading multiple user experience-centric projects ranging from digital and physical product design, service design, packaging, and communication design. As a lead researcher, crafted a design thinking micro-site for 25K+ employees of Dr. Reddy's offering easy-to-use tools for effective collaboration with CFTs. (NDA)

Researcher - Industrial Design // 2017 - 2019

Kamkomani Youth Project, Nairobi, KE

Leveraging user-centric research and design-thinking tools to design and implement AQUA 33 - Water Container in Nairobi, to empower communities, create a source of income, and build trust between locals and NGOs /NPOs.

Creative Strategist // 2017 - 2018

C3 Creative Code and Content GmbH, Berlin, DE

Analyzing market competitors, developing personas, facilitating customer/client workshops, creating content, developing brand strategies and digital strategies.

EDUCATION

Design Management // Master of Arts // 2016 - 2017

Savannah College of Arts and Design (SCAD), Savannah, US

Industrial Design // Master of Arts // 2014 - 2016

Savannah College of Arts and Design (SCAD), Savannah, US

Interior Architecture // Bachelor of Fine Arts // 2007 - 2013

Centre for Environmental Planning and Technology (CEPT), Ahmedabad, IN