

# MAJU J MATHEW

Senior Service Designer | IxD & Customer Experience | Enterprise Design Strategy  
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## PROFESSIONAL SUMMARY

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Senior Service Designer with 15+ years leading end-to-end service design and transformation engagements for enterprise clients. Go-to expert in service design methods, tools, and facilitation — skilled in creating compelling design PoVs, facilitating high-stakes co-ideation workshops, and delivering service blueprints that drive measurable business outcomes. Proven ability to manage complex multi-stakeholder programmes independently, present to C-suite audiences, and translate complex multi-entity workflows into scalable, value-driven services across Fintech, Supply Chain, Logistics, Life Sciences, and Retail.

## CORE COMPETENCIES

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**Service & Interaction Design:** Service Blueprinting, Customer Journey Mapping, Multi-Actor Service Design, IxD, Co-creation & Co-ideation Facilitation, Design Thinking Workshops

**Strategy & Research:** Design Research, PoV & Insight Development, Innovation Strategy, Design Pitches & Presentations, Stakeholder Engagement, Visual & Verbal Storytelling

**Design Operations:** Design Systems (Figma / Storybook), WCAG 2.1 Accessibility, User Testing & Usability Research, Agile / Scrum Delivery, Quality Management, ESG Strategy

**Leadership:** Senior Designer Mentorship, Cross-Functional Collaboration, Project Ownership & PMP Governance, Studio Development

**Technical Fluency:** Figma (Advanced), Framer, Protopie, HTML/CSS/JS, GA4, Mixpanel, AI/ML Integration

## KEY ACHIEVEMENTS

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- Led end-to-end service design for global digital transformation programmes, modernising 100+ services and delivering €500K+ in training cost avoidance and €1.7M in annual operational savings
- Designed multi-actor service blueprints across 6 actor types, eliminating \$2M in annual demurrage costs and improving NPS by +35 points
- Delivered design-led PoVs and innovation pitches to C-suite stakeholders, contributing to €5M+ in contract renewals across Logistics, Life Sciences, Healthcare, and Retail
- Built and scaled design capability from sole designer to a high-performing team of 4, establishing design systems, mentorship programmes, and cross-functional governance frameworks
- Architected enterprise-grade design systems that reduced design-to-development time by 15% and design rework by 50%
- Implemented human-in-the-loop AI solutions achieving 86% error reduction and 94% task success rate in enterprise document processing workflows

## PROFESSIONAL EXPERIENCE

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### Principal UX Lead (Service Design & Strategy) — Client Transformation

Rappit.io | Enterprise SaaS • Fintech / Supply Chain / Logistics / Healthcare / Retail *January 2012 – March 2025*

- **Service Design Leadership:** Acted as the go-to person for service design methods and tools; led full end-to-end client transformation engagements from discovery, service blueprinting, and co-ideation through prototyping, governance, and delivery for enterprise platforms serving 80,000+ daily users
- **Flagship Client Engagements:** Designed and delivered complex multi-actor service ecosystems for Syensqo (global 90-day digital spin-off for 24,000 employees), Newport Tank Containers (real-time logistics platform across 6 actor types), Omoda (ERP modernisation for European fashion retail), eConnect (AI invoice processing platform), and Valeo (global R&D project suite for 22,000 engineers)
- **Client Engagement & PoV Development:** Created and presented independent design PoVs and innovation pitches to C-suite and executive stakeholders, translating complex business and regulatory requirements into actionable service strategies that secured €5M+ in contract renewals
- **Design Thinking Facilitation:** Facilitated 20+ co-ideation workshops and design thinking sessions with cross-functional and multi-regional stakeholders, driving alignment on high-stakes service journeys including procure-to-pay, order-to-cash, and omnichannel fulfilment

- **Change Management & Governance:** Led evolutionary change management and governance frameworks that achieved 89% user acceptance rates (vs 62% industry benchmark) and zero business-day interruptions during critical transformation periods
- **Journey Mapping & Service Blueprinting:** Designed detailed customer journey maps and service blueprints for 8+ interconnected product areas — TMS, WMS, work order systems, e-commerce, and collaboration portals — surfacing pain points and driving 25% operational efficiency gains for enterprise clients including JAYCEE
- **Data-Driven Design:** Integrated mixed-method research using GA4, Mixpanel, and Hotjar — driving 20% engagement improvement, 25% CSAT increase, and 35% reduction in support tickets
- **Design Practice Development:** Grew design function from sole designer to a team of 4; established design systems (Figma Variables + Storybook), mentorship programmes, and WCAG 2.1-compliant quality standards across distributed client teams

## Independent Portfolio Development & Professional Upskilling

Self-directed | Service Design & Consulting Preparation

March 2025 – Present

- Completely redesigned professional portfolio with interactive, executive-level case studies, full service blueprints, stakeholder power-interest matrices, and deep-dive deliverables
- Completed advanced certifications: PMP Elite, Google AI Essentials, GenAI in Project & Quality Management, and ESG Practitioner
- Conducted focused self-reflection on leadership philosophy; strategically preparing for senior consulting roles in Customer Transformation practices

## EARLIER CAREER

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**UI Designer — Mobile Sportsbook Technology (Dec 2010–Jan 2012):** Designed cross-platform sports betting interfaces for web and mobile; improved engagement through user testing

**UI Developer — SITmobile (Apr–Dec 2010):** Built mobile application interfaces using HTML, CSS, and JavaScript with cross-platform compatibility focus

**UI Consultant — Spring Info Services (Jul 2009–Apr 2010):** Translated BFSI regulatory requirements into compliant service designs; drove 28% YoY user acquisition

**Usability Analyst — Novantus Software (Jun 2006–Jul 2009):** Conducted usability research improving user satisfaction by 20%; influenced product direction with data-driven UX insights

## TOOLS & TECHNOLOGIES

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**Design & Prototyping:** Figma (Advanced), Sketch, Framer, Protopie, Principle, Adobe Creative Suite

**Research & Analytics:** Google Analytics / GA4, Mixpanel, Amplitude, Hotjar, UserTesting, Optimal Workshop

**Development & Collaboration:** HTML, CSS, JavaScript, React (basics), Storybook, Jira, Confluence, Git

**AI & Automation:** Generative AI for persona development, content generation, and workflow automation

## CERTIFICATIONS

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- PMP Elite — Simplilearn (September 2025): Advanced project management covering agile, predictive, and hybrid methodologies
- GenAI in Project & Quality Management — Simplilearn (February 2026): Applied generative AI to streamline project workflows and automate enterprise processes
- ESG Practitioner (MC052) — NASD (July 2025): Strategic implementation of ESG standards for corporate sustainability and responsible product ecosystems
- Google AI Essentials Certificate (May 2024–May 2027): Generative AI tools for ideation, content creation, and responsible AI implementation
- Google UX Design Professional Certificate (April 2024–April 2027): End-to-end UX process including research, wireframing, prototyping, and high-fidelity design

## EDUCATION

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- Master of Business Administration (MBA), Information Systems — Bharathiar University (2008–2010)
- Bachelor of Science (B.Sc.), Computer Technology — Bharathiar University (1998–2001)