

# SAKSHI WAMAN

## STRATEGIC DESIGNER | SERVICE DESIGN | RETAIL & BRAND STRATEGY

3+ years of work experience at global consultancies, design studios, FMCG & startups.

A multidisciplinary designer skilled at integrating design thinking and strategic perspective that deliver meaningful, efficient & innovation-driven solutions. Passionate about creating disruptive impact and a proactive learner.

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[LinkedIn](#)

[Portfolio](#)

## EDUCATION

### Politecnico di Milano (No. 1 University in Italy)

Masters in Strategic Design (GPA: 30/30)  
Milan, Italy (Oct '23- Feb '25)

### MIT Institute of Design (Second in class)

Bachelors in Industrial Design  
Pune, India (June '17- June '21)

## SKILLS & TOOLS

**Skills:** Brand strategy, Service design, Retail design, Business strategy, Customer research (interviews, workshops), Customer journey mapping, User Persona, Market research & positioning, Competitive analysis, System mapping, Prototyping, Strategic pitch & presentations, visualization, graphic design, product design, Data analysis, SWOT analysis, Content development, Value creation, Human centered design, Omnichannel strategy.

**Tools:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Figma, Autodesk 3ds Max, SketchUp, Vray, Canva, Autodesk AutoCAD, Google Analytics, Miro, Mural, MS PowerPoint & Excel, Kumu, Ui/Ux, HTML, CSS, WebAR, JavaScript, Procreate.

## NOTABLE PROJECTS & AWARDS

### Antwerp School of Management X PoliDesign Innovation Sprint competition - Winner (Best Team)

Proposed efficient & innovative omnichannel retail strategy for the Belgian telecom company - Proximus, which is to be implemented in flagship stores by 2026.  
Belgium '24

### Fondazione Banco Alimentare Italia- Social Innovation

Identified system gaps and addressed them by developing collaborative services and marketing strategies aimed to increase volunteer engagement by 40%  
Italy '24

### Maize Designing Futurabilities - Academic Competition

Pitched sustainable market expansion scope for a German company- ASB Glassfloor by optimizing their internal assets & leveraging opportunities that create value for key stakeholders.  
Italy '23

### G20 India Summit- Design Team Lemon Design

Designed culturally rich environments & heritage artifacts.  
India '22

### Euroshop - World's largest retail trade fair

Visiting participant on academic merit to interact and learn about new advances in retail industry.  
Germany '20

## LANGUAGES

English - native  
Hindi/ Marathi - native

German - basic  
Italian - intermediate

## WORK EXPERIENCE

### Freelance Consultant - Design Strategist

Pune, India (May '25 - present)

- Consulted for start-ups & service led businesses in healthcare, education, hospitality industries. My strategic deliverables involved defining goals, opportunities & gaps; value creation; marketing; and building strategic collaborations.
- Designed spatial environment, exhibit layouts, brand identity, and SM content, all aligning with brand's narrative.
- My projects included new venture like Pune Global Education Summit hosted by Pune University, & decades old businesses like Mauli old age & nursing home, Kature Decorators, etc.

### Design Open Spaces (DOS) - Strategic Intern

Milan, Italy (Oct '24- Feb '25)

- Independently designed & developed end-to-end strategies of new phygital shopping services; covering MVP creation, strategic pitching, value generation, CX design, that will increase DOS's client acquisition by 60% and strengthen its position as a startup. Proposed collaboration roadmaps and business models that support brand transformation through technological innovation & social impact.
- Conducted global trend research and project-based studies for Italian interior brands such as Coesia.
- Developed internal pitches to design structure of University Design Challenges for the global consultancy- Informd.

### Landor (WPP) - Designer

Mumbai, India (Sept '22- March '23)

- Developed brand experiences for companies like TATA and Oberoi, by designing customer journey, digital service touchpoints, and spatial design. Proposed multiple concept decks that aligns brand strategy and design scenarios.
- Redesigned 30+ retail stores for DELL across India that co-aligned with its new brand architecture.

### Lemon Design pvt. Ltd.- Junior Retail Experience Designer

Pune, India (Oct '21- Aug '22)

- Mapped customer journeys to finalise narrative, digital & physical services, and designs of museums (Telangana Police Museum, Hyderabad and Lord Krishna Museum, Dwarka).
- Led end-to-end retail design projects for brands like Asian Paints, BOUNCE Infinity, Pidilite, and CEAT; contributing to spatial conceptualization, 3D visualization, technical drawings, customer research & service design.
- Worked on high-impact government projects, including the G20 summit and the India International Jewellery Show (IJS), as part of the design team.

### Future Retail Ltd. - Design Intern

Mumbai, India (Jan- June '21)

- Designed a product-service-system enhancing the customer experience for senior citizens at Big Bazaar. Proposed multiple tangible retail touchpoints to improve in-store accessibility; designed UI/UX for user centered app teaching online shopping during the pandemic, pitched targeted marketing strategies; post user interviews & internal audits.