

Sujith Samuel

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Brief summary

Product strategist and service designer with experience defining 0→1 product direction, designing operating models, and leading research-driven prioritization across healthcare, higher education, and early-stage ventures. Proven ability to translate ambiguous organizational problems into structured product requirements, pilot frameworks, and cross-functional alignment. Comfortable owning discovery through delivery in complex, multi-stakeholder environments

Experience

Design Strategist February 2025 -Current
Impact Partners LLC Wilmette, IL

- Defined product requirements and operating model for a 0→1 human-AI accessibility pilot — scoping a phased rollout across 16,000+ university learning assets and establishing review, QA, and governance structures before launch.
- Resolved a critical product blocker by mapping decision rights across leadership, instructional designers, platform teams, and an external AI vendor (Rubrient) — establishing ownership accountability that unblocked pilot execution.
- Defined success criteria across three stakeholder dimensions (AI quality, description accuracy, workflow sustainability), giving the institution a product-ready framework for scale decisions.
- Presented pilot model and evaluation framework at TeachX 2026, Northwestern University.

Design Associate February 2024 - February 2025
Illinois Institute of Technology Chicago,IL

- Designed a structured digital operations model organizing **16,000+ assets across 60+ courses** into a reusable system for QA, governance, and deployment.
- Created workflow standards, metadata structures, review processes, and content lifecycle models to improve discoverability, version control, and cross-team coordination.
- Reduced deployment time by approximately **40%** by standardizing asset organization, review steps, handoffs, and publishing workflows.

Design Strategist July 2023 – December 2023
Geisinger Health Pennsylvania, Steele Institute for Health Innovation Danville, PA

- Led discovery for a self-service kiosk check-in pilot across five hospital campuses — designing and executing contextual inquiry, observational studies, and stakeholder interviews across patient access workflows.
- Synthesized multi-actor research across patients, Patient Access Representatives, Check-in systems, and revenue-cycle stakeholders using 5 Whys root cause analysis — identifying three systemic blockers (patient confusion, staff burden, workflow misalignment) that the technology alone would not solve.
- Translated findings into a current-state service blueprint, a prioritized problem framing, and a proposed-state product model; delivered to VP Innovation & Strategy as the evidence base for conversations across IT, Product, Operations, and Revenue Management.

Product Design Consultant July 2023 – December 2023
Mhub Chicago, Aquamox. Inc Chicago, IL

- Led a 16-week 0→1 product engagement through mHUB (Chicago's hardware incubator) — made an early scoping decision to drop a third user segment (working moms) after determining that baby-product sanitization required regulatory investment outside the client's current roadmap, focusing research on two viable segments.
- Conducted field research to validate segment fit; applied Jobs-to-Be-Done and a custom Adoption Feasibility Matrix (radar analysis across 6 dimensions) to select campers and RV users as the primary early-adopter target.
- Defined the MVP direction, business model and validation framework— delivering a product-ready handoff package that the founder carried forward as the basis for 2025 manufacturing planning.

Skills

- Product Strategy:** 0→1 Strategy · Discovery · Jobs-to-Be-Done · Pilot Design & Evaluation · Adoption Feasibility Analysis · Concept Prioritization · Cross-Functional Collaboration · Scoping & Prioritization
- Service & Systems Design:** Service Blueprinting · Journey Mapping · Operating Model Design · Systems Thinking · Workflow Design · Stakeholder Mapping · Multi-Actor Workflows · Workshop Facilitation
- Research:** Human-Centered Design · Contextual Inquiry · Qualitative Research · Observational Studies · Stakeholder Interviews · Photo Elicitation · Research Synthesis · Usability Testing · Thematic Analysis · 5 Whys Root Cause Analysis.
- Tools:** Figma · Miro · FigJam · Mural · Qualtrics · Adobe Suite

Education

- Master of Design Innovation** | Illinois Institute of Technology | Chicago, IL | (GPA: 3.9)
- Bachelor of Technology, Mechanical Engineering** | APJ Abdul Kalam Technological University | Kerala, India | (GPA: 3.6)