

# Sylvia Bargellini

Strategic Design Leader

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Innovative professional with 10+ years of product experience, adept at identifying unique creative business opportunities, guiding interdisciplinary teams and driving outcomes that enhance process efficiencies, product experience and profits.

## Work Experience

**iRhythm Technology** - International Service Design Lead (IV) Sept 2021 - Present

- Secured \$50k+ budget to establish service design capability, enabling ability to lead an end-to-end, front-to-back, omnichannel service-oriented approach to product development throughout 2000+ person organization.
- Increased product registration 113% for initial market within the first quarter by providing unique design, business and service evolution insights that enabled strategic growth for 8 new international markets.
- Enhanced efficiency 3% and profits by leading 25+ director-level people in co-creation workshop facilitation resulting in a service blueprint visualization serving as a single-source-of-truth (SSOT) for the entire company.
- Increased product output by 25% and improved international scalability of manufacturing processes and tools by utilizing design and research techniques, in close collaboration with the Product Innovation Team.

**AnswerLab** - Senior User Researcher Jan 2019 - Sept 2021

- Led a team of 15 thought leaders to identify competitive gaps in hardware and emerging technology spaces (AR, VR, VUI, AI, ML, etc.) for AnswerLab, leading to strategic client growth and sales.
- Promoted from IC to manager, within 1 year, for consistently delivering exceptional and creative results and driving both individual and organizational success.
- Improved customer product experiences worldwide for a variety of clients, including Facebook, Google, Amazon and Dropbox by conducting over 120 hardware and software studies.

**Google Hardware** - Human Factors Researcher II Jun 2017 - Jan 2019

- Sole research partner of Pixel Slate team, defining and developing research roadmap which supported key strategic product design improvements over 9 months, culminating in a successful launch.
- Identified an unmet need, then planned, led and executed research and design activities to develop a human factors digital portal, disseminating key human factors processes and research findings across all Google Hardware products.
- Collaborated with product and research teams to provide research insights across various Google Hardware products including Pixelbook, Google Watch and Google Home Mini and Max.

**Element Science** - User Researcher and Designer Oct 2014 - Jun 2017

- Established a UX practice from the ground up as the sole researcher, developing efficient processes from research through prototyping to development, while collaborating with cross-functional company leadership.
- Developed a research participant pipeline of over 150+ participants to facilitate iterative prototyping and effective innovation for the product team.
- Uncovered key business opportunities through insights, steering product development towards greater inclusivity of women and minorities, expanding the potential market share by 50%.
- Unified the product team and company leadership around a shared vision and strategic plan by visualizing a comprehensive end-to-end product and service journey.

## Education

### Effective Comms. & Human Relations

Dale Carnegie - 2022 Professional Cert.

### Human Factors Engineering

U of M - 2018 Professional Cert.

### BS Industrial Design

#### BA Design Mgt.

ASU - 2013 Summa cum laud

Barrett Honors College

### Methods

- Service Design
- Product Design
- Design & Systems Thinking
- Human Factors Engineering
- Product Development & Strategy
- Behavioral Science
- Human-Computer Interaction (HCI)

### Frameworks

- Service Blueprinting
- Card Sorting
- Information Architecture
- User Journey Mapping
- Physical and Digital Prototyping
- Storytelling

### Design Research

- UX Research & Analysis
- Qualitative & Quantitative Research
- Usability Product Testing
- Accessible, Ethical and Inclusive Research
- Competitive Analysis
- Workshop Facilitation
- Contextual Inquiry

### Tools

- Adobe Creative Suite
- Prototyping: Miro, Mural, Figma, Sketch
- Smaply
- Customer insight tools - Jira & Splunk
- Office: Microsoft, Google, Zoom, Slack