

Sylvia Bargellini

Product Design Leader

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Creator of innovative human-centric products and services that enhance process efficiencies, experiences and profits by identifying unique creative business opportunities and guiding interdisciplinary teams, with 10+ years of industry knowledge.

Work Experience

iRhythm Technology - Global Product Design Strategist

Sept 2021 - Feb 2024

- Secured \$50k+ budget to establish service design capability, enabling ability to lead an end-to-end, front-to-back, omnichannel service-oriented approach to digital product development throughout 2000+ person organization.
- Increased product registration 113% for initial market within first quarter by providing unique design, business and service evolution insights that informed go-to-market roadmap enabling strategic growth for 8 international markets.
- Enhanced efficiency (3%) and profits by leading 25+ director-level participants 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 user research techniques, in close collaboration with the Product Innovation Team.

AnswerLab - Senior User Researcher and Research Manager

Jan 2019 - Sept 2021

- Led a team of 15 research 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, Meta Reality Labs, Google, Amazon and Dropbox by conducting 120+ hardware and software studies.

Google Hardware - Human Factors Researcher II

Jun 2017 - Jan 2019

- Sole research partner of Pixel Slate team, defined and developed a research roadmap which supported key strategic product design improvements over 9 months, culminating in a successful launch.
- Identified an unmet need, then 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 and HFE 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, creating user stories, 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 laude

Barrett Honors College

Skills

- Product Development & Strategy
- Service Design
- Process Improvement
- Product Design
- Design Research & Synthesis
- Design & Systems Thinking
- Human Factors Engineering
- Business Modeling
- Human-Computer Interaction (HCI)
- Service Blueprinting
- Card Sorting
- Information Architecture
- User Journey Mapping
- Physical and Digital Prototyping
- Storytelling
- Survey design
- Qualitative & Quantitative Research
- Product Usability Testing
- Accessible, Ethical and Inclusive Research
- Competitor Analysis & Market Definition
- Workshop Facilitation
- Contextual Inquiry
- Data Analysis

Tools

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