

DHEA A. SEKARARUM

SERVICE DESIGNER & DESIGN STRATEGIST

New York, NY, USA | ayuningdyah.s@gmail.com | [Portfolio Website](#) | [LinkedIn](#)

SUMMARY

Service Designer and Design Strategist with 10 years of cross-industry experience: Healthcare, Education, Telecom, and Tech (B2C and B2B). Leveraging behavioral insights and creative design approaches to facilitate digital product innovation, service improvement, and system-wide transformation. Specializing in strategic problem-solving, organizational alignment, and creating conditions for meaningful collaboration.

PROFESSIONAL EXPERIENCE

Verizon	New York, NY, USA
<i>Service Designer & Design Strategist - Contract (Hybrid)</i>	Feb 2025 - Present

- Embedded within Verizon's Experience Architecture team (part of CX Design) to build the strategic infrastructure powering customer-centric design at scale, spanning framework development, service blueprinting, internal consulting, and capability building
- Contributed to developing and scaling the Customer Intent framework; managed an inventory of 70+ intents serving as the organization's single source of truth for customer-centric vocabulary.
 - Led and contributed to omni-channel service blueprint mapping across key customer journeys, connecting front-stage touchpoints to backstage systems and identifying structural gaps.
 - Served as embedded internal consultant to teams including Conversational AI & Search, CX Retail, and Experience Management; advising on framework application and facilitating adoption across projects.
 - Designed and facilitated customer-centric upskilling workshops, equipping design teams to operate as more strategic partners to stakeholders.
 - Co-developed a self-service Customer Intent playbook enabling delivery and product teams to independently integrate customer-centricity into everyday processes.

Innova Schools - Intercorp Group	Lima, Peru
<i>Design Strategy Consultant - Contract (Remote)</i>	July 2024 - Feb 2025

- Led strategic design research and facilitated workshops to develop a 5-year teacher strategy for 78 Innova Schools across LATAM, aligning stakeholder input with external insights to standardize quality measurement and teacher development approaches while adapting to local practices across countries.
- Designed product concepts from 0 to 1, user flows, and information architecture of the TeacherOperating system (TOS), which were then translated into medium-fidelity concept prototypes. Conducted concept and usability testing, collaborating with Product Managers and stakeholders to align design with product requirements.

DHEA A. SEKARARUM

SERVICE DESIGNER & DESIGN STRATEGIST

New York, NY, USA | ayuningdyah.s@gmail.com | [Portfolio Website](#) | [LinkedIn](#)

Atrium Health (a part of Advocate Health)

Charlotte, NC, USA

Design Strategist at The Innovation Engine Team - Graduate Intern (Hybrid) May 2023 - Aug 2023

- Executed comprehensive desk and qualitative ethnographic research on projects relevant to PatientCare Experience and Care Model Development, such as Concussion treatment for student-athletes, DTPI (Deep Tissue Pressure Injury) identification on BIPOC patients with more pigmented skin color, and the Hospital at Home program.
- Conceptualized and designed the Impact Academy workbook: a series of workshops to introduce organization leaders to User Experience, Design Thinking, and Innovation.

Kargo Technologies (<https://news.kargo.tech/en/tentangkargo>)

Jakarta, ID

Head of Product Design (Hybrid)

May 2021 - Jul 2022

- Spearheaded a 35% increase in product adoption by leading the Shipper Platform project (a service design and strategy project) and orchestrating the socialization process with the Operations team. Collaborated closely with the Head of Products and the Head of Engineering, as well as facilitated workshops with C-Levels to achieve this milestone.
- Elevated the Product Design department's quality delivery standard by developing a scalable collaboration process, a design skills competency matrix, a career development plan, and a performance measurement process.
- Achieved the hiring target by improving the hiring process, which expanded the team from 7 to 16 members to support the business growth. This strategic move doubled the department's capacity, enabling us to meet increasing project demands and enhance service delivery.

Traveloka (<https://www.traveloka.com/en-id/about-us>)

Jakarta, ID & SEA

Design Lead, Product Design Ops Coordinator, and Interaction Designer

Sept 2016 - April 2021

- As Design Lead (for the Xperience and Transport business unit): Led a team of 15-18 multidisciplinary designers to enhance their growth and capabilities, significantly elevating the design team's strategic contribution to the users and business. This leadership resulted in improvements across various product and business metrics, including a 20% increase in Ground Transport CARS product conversion and a 10% cost reduction by refining the customer operations strategy.
- As Product Design Ops Coordinator: Established a comprehensive design operations process in collaboration with Design Leads, Head of Design, and Design Strategist to support the expansion of our design team.
- As Interaction Designer (UX): Conducted qualitative and quantitative in-depth UX research and developed product and service concepts, leading to the creation of low to medium-fidelity designs (inc. interaction flows, site-maps, wireframes, etc.) for the Xperience business unit projects, thereby enhancing user experience and business outcomes.

DHEA A. SEKARARUM

SERVICE DESIGNER & DESIGN STRATEGIST

New York, NY, USA | ayuningdyah.s@gmail.com | [Portfolio Website](#) | [LinkedIn](#)

Yogrt (a location-based social media app) - PT. Akasanet Bumi Nusantara Jakarta, ID
Product Manager Jan 2014 - Sept 2016

- Launched the Minimum Viable Product (MVP) in the Indonesian market, achieving a 100% growth target, as measured by market penetration, by leading cross-functional teams, including UI/UX Designers and Engineers, in user research and data analysis, showcasing expertise in translating user requirements into successful product and go-to-market strategies.
- Spearheaded the development of business and product marketing strategies, doubling user engagement, as measured by user activity metrics, through collaborative efforts with the Marketing & Operations team, demonstrating a strong ability in stakeholder analysis to drive market expansion.

EDUCATION

Parsons School of Design, The New School New York, NY, USA
Master of Fine Arts in Transdisciplinary Design - GPA: 3.98 Aug 2022 - May 2024

Universitas Indonesia Depok, West Java, ID
Master in Clinical Psychology - GPA: 3.82 Aug 2010 - July 2012

Universitas Indonesia Depok, West Java, ID
Bachelor in Psychology - GPA: 3.46 Aug 2006 - July 2010

TECHNICAL SKILLS

Research:	User Interview, Ethnography, Participatory Research, Survey & Data Analysis
Sense-Making:	User Journey Mapping, Persona, Behavioral Archetype, Empathy Map, Mental Model Mapping
Service Design:	Service Blueprint Mapping, Stakeholders Mapping, Service Safari
UX Design:	Site-Map Creation, Wireframe, Usability Testing, Low to Medium Fidelity Design
Group Facilitation:	Workshops, Design Sprints, Co-Design Sessions
Software & AI Suite:	Miro, Mural, Adobe Suites (Photoshop & Illustrator), Canva, Figma (inc. FigJam and Figma Make), Slack, Teams, Confluence, Notion, Claude, Gemini