

SATYA DALAL

Advisory Innovation Designer, Product & UX Design, Design Thinking, Generative AI

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PROFESSIONAL SUMMARY

Advisory Innovation Designer with 15+ years across product design, UX, digital art direction and design thinking facilitation, the last 5 leading discovery workshops, generative AI and Agentic AI solution design, and business value modelling for public-sector and enterprise clients at IBM. Skilled at translating ambiguous stakeholder goals into prioritised, fundable roadmaps and working prototypes across watsonx, cloud and emerging technology platforms.

CORE SKILLS

Design & Research: Design Thinking Facilitation, User-Centred Design, User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Storyboarding, Business Value Modelling

AI & Emerging Tech: Generative AI, Agentic AI, IBM watsonx, watsonx.ai, Watson Discovery, Watson Assistant, Carbon Design System

Tools: Figma, Sketch, Adobe XD, InVision, Photoshop, Illustrator, Trello, Mural

Business: Stakeholder Facilitation, Workshop Design, Proposal Development, Business Communication, Accounting

PROFESSIONAL EXPERIENCE

Advisory Innovation Designer, IBM, Client Engineering

May 2021 – Present • Singapore

- Facilitate design thinking, discovery and value-discovery workshops with client and government stakeholders, translating ambiguous goals into prioritised needs statements and phased, fundable solution roadmaps.
- Led UX design and business value modelling for a phased watsonx Agentic AI roadmap for a government security operations centre; cut high-priority alert triage time by 75% (35 minutes to 8–15) and modelled SGD 180K–440K in annual productivity and risk-reduction value with no added headcount.
- Facilitated a design thinking engagement with a public hospital and IBM's Data Science Elite team, taking an AI-assisted in-patient dialysis scheduling tool from discovery to a working prototype in four sprints, replacing manual Excel-based scheduling.
- Led design thinking, research, UX and visual design for a generative AI health companion built with a national health ministry and its digital health partner, on watsonx.ai, Watson Discovery and Watson Assistant; usability testing showed 46% faster sessions than search engines and 80%+ user approval.
- Designed a two-sided web portal for a government ministry giving public agencies a real-time, consolidated view of shared IBM software license consumption.
- Built two reusable Figma design assets on IBM's Carbon for AI system (Agent Assistant and Content Summarisation), adopted across IBM Client Engineering's Innovation Designer practice to standardise recurring client engagements.
- Led design thinking, UX and visual design for an AI-powered training management platform for a corporate learning provider, and a digitised PPE compliance checklist and real-time dashboard proof of concept for a national civil defence agency.
- Partner with sales, brand and technology teams across IBM's lines of business to develop value-driven proposals and client engagements, helping move initiatives from discovery to funded implementation.

Senior Digital Art Director, Leo Burnett

Mar 2015 – Mar 2021 • Singapore

- Designed user flows, wireframes, prototypes and mockups for digital marketing and brand experience campaigns, testing and refining based on user feedback.
- Partnered with copywriters, program managers, producers and developers to deliver customer-focused solutions against client objectives.
- Defined visual style, brand guidelines and safety standards across digital touchpoints and mediums.

Senior Digital Art Director, Saatchi & Saatchi

Mar 2014 – Mar 2015 • Dubai

- Delivered high-quality designs and art direction for global brand campaigns across multiple touchpoints.
- Conceptualised, designed and executed ad campaigns and digital experiences for global clients.

- Led the UX design process, creating wireframes, user flows, prototypes and visual designs.

Senior Manager, Art Director, Sapient Nitro

Aug 2013 – Mar 2014 • Gurugram, India

- Participated in UX efforts within a cross-functional team, driving discussions to solve user problems and validate expected value.
- Translated product vision into intuitive interfaces across platforms in collaboration with development teams.
- Iterated and optimised user experience based on usability testing, quantitative data and developer feedback.

Senior Digital Art Director, BBDO Proximity

Jun 2012 – Jun 2013 • Singapore

- Developed creative concepts driving storytelling for integrated marketing campaigns, collaborating with internal teams, clients and agency partners.
- Conceptualised and designed executions across video, digital, UX/UI, social, OOH and experiential channels for multiple clients.
- Provided art direction guidance to team members and junior designers.

Art Director, Quasar Media

Aug 2010 – Jul 2011 • New Delhi, India

- Partnered with the Creative Director and cross-functional teams to build a roadmap for advancing digital marketing assets.
- Owned the end-to-end creative process from concept to production, ensuring brand consistency across all mediums.

Senior Visualiser, Dentsu Webchutney

Jul 2006 – Aug 2010 • New Delhi, India

- Crafted pixel-perfect UI across client engagements.
- Designed compositions, storyboards, initial graphic concepts and final deliverables for digital media.
- Managed digital creative marketing campaigns from concept through final execution.

EDUCATION

Hyper Island, Stockholm — Interactive Art Direction, 2011 – 2012

National Institute of Fashion Technology — Digital Media, 2002 – 2006

LANGUAGES

English (Professional), Hindi (Native), German (Elementary)