

# Carla Sarli

Service Design & Strategy Consultant

Melbourne, Australia

carlasarli.com

carla.sarli@gmail.com

**I connect customer experience with how organisations actually operate — translating complexity into clear direction, systems and decisions.**

Melbourne-based service design and strategy consultant with 15+ years of experience across Latin America and Australia. I specialise in complex environments where services span multiple channels, teams and systems — working at the intersection of research, strategy and delivery.

My practice combines analytical depth and visual thinking to make complexity understandable and actionable for organisations.

## EXPERIENCE

### **Lead Experience Designer, Melbourne — *Bound (formerly Our Very Own)***

2018 - PRESENT

- Working as an embedded consultant across major Australian organisations, including National Australia Bank (NAB), AGL, and EnergyAustralia.
- Lead service and experience design across end-to-end journeys, from discovery to delivery
- Translate research and business needs into structured frameworks, service models and product directions
- Design digital experiences (flows, wireframes, interaction models) aligned with organisational constraints
- Facilitate workshops and align cross-functional stakeholders around shared direction
- Support strategic decision-making through clear artefacts and synthesis
- Work across both strategic definition and implementation realities, bridging design and delivery

### **Project Leader & Service Design Lead, Buenos Aires / Mexico City — *Insitum (now Accenture Song)***

2015 – 2018

Led multidisciplinary innovation and service design projects across Latin America.

- Led end-to-end projects across Argentina, Mexico and Colombia
- Conducted qualitative research (fieldwork, interviews, contextual

## CAPABILITIES

Service Design

Experience Strategy

Human-Centred Design

Qualitative research

Systems Thinking

Workshop Facilitation

Visual Communication

Cross-functional Leadership

## PUBLICATIONS & SPEAKING (SELECTED)

**Iris Alba's Graphic Work at Sudamericana Publishing House** — Iris Alba: Gráfica, Flecha Books (2025)

**Infographics as an Artifact** — Pensar el diseño, Ediciones Infinito (2021)

**On How Modern Typographic Design Slips Through Clarín's Redesign and Infographics — A Review on 60 Years of History** — InfoDesign Journal (Brazil, 2019)

SI+Tools Research Conference (2020)

SI+RED Conference (2014)

## LANGUAGES

Spanish (Native)

English (Fluent)

Italian (Advanced)

French (Advanced)

inquiry)

- Identified behavioural patterns, insights and opportunity spaces
- Facilitated co-creation and ideation workshops with clients
- Defined service concepts, strategic recommendations and product directions
- Developed visual artefacts to communicate complexity (infographics, frameworks, prototypes)
- Contributed to business development and client relationships

Worked with global organisations including Meta, PepsiCo, Bayer, AB InBev, DirecTV, Shire, The Coca-Cola Company, Golden Arches, Millicom and AbbVie.

## **Lecturer (Theory of Communication & Typography), Buenos Aires — *University of Buenos Aires (FADU)***

2007 – 2018 (PART-TIME)

- Led tutorials for cohorts of 90+ students per year
- Designed course materials and assessments
- Contributed written academic content to course bibliography

## **Researcher, UBACyT Research Project & UIU Consortium — *University of Buenos Aires (FADU)***

2011 – PRESENT (PART-TIME)

Research focused on design as a discipline and the evolution of visual communication.

- Studied the emergence of infographic language in Argentinian media (Clarín, 1990s)
- Collaborated with interdisciplinary teams across Latin America and Europe
- Presented research in academic and international forums

## **Graphic & Web Designer, Buenos Aires — *Marca, Diseño Estratégico***

2011 – 2014

## **Freelance Designer, Buenos Aires**

2009 – 2015

Early career focused on branding, editorial and digital design — foundation for later transition into service design and strategy.

EDUCATION

**Master in Communication Design** — *University of Buenos Aires*

**Bachelor in Graphic Design** — *University of Buenos Aires*