Carla Sarli

Service Design & Strategy Consultant

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SUMMARY

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 — *Bound*

2018 - PRESENT | MELBOURNE

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
- Shape proposals by reframing client briefs, diagnosing underlying problem spaces and defining end-to-end service design approaches (scope, methodologies and delivery)
- Contribute to capability building through internal knowledge sharing, facilitating research-focused sessions to strengthen practice and methodologies
- Support recruitment and talent development through candidate interviews and contributions to the growth of the design practice

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)

Project Leader & Service Design Lead — *Insitum (now Accenture Song)*

2015 – 2018 | BUENOS AIRES & MEXICO CITY

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 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.

Teaching Associate (Communication & Typography) — *University of Buenos Aires (FADU)*

2007 – 2018 (PART-TIME)

- Led practical studio sessions for cohorts of 90+ students per year, following core theoretical lectures
- Designed and delivered class content bridging theory and design practice
- Developed and assessed written and oral assignments
- Supported students in translating conceptual frameworks into design outcomes
- Contributed to course materials and academic content

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 — *Marca, Diseño Estratégico*

2011 – 2014 | BUENOS AIRES

Worked on brand identity, packaging and digital design projects for Tier 1 and 2 Argentinian organisations.

Freelance Designer

2009 – 2015 | BUENOS AIRES

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

EDUCATION

Master in Communication Design — *University of Buenos Aires*

Thesis examining the emergence of infographic journalism at Latin America's largest newspaper (1990s), focusing on how newsroom digitisation reconfigured organisational structures, redistributed actors, and led to the creation of new roles and practices in visual information production.

Degree in Graphic Design — *University of Buenos Aires*

Completed a comprehensive 5-year program at one of South America's leading design schools, with a focus on visual communication systems and the structuring of information through design.

Colegio Nacional de Buenos Aires — *University of Buenos Aires*

Highly selective academic institution known for its rigorous curriculum in humanities and sciences, fostering critical thinking, analytical depth and intellectual independence.