

# Carla Sarli

Service Design & Strategy Consultant

Melbourne, Australia

carlasarli.com

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**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

### 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)

## 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)

- 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 focused on the emergence of infographic journalism in Argentina, analysing how complex information systems are translated into visual language.

### **Degree in Graphic Design** — *University of Buenos Aires*

### **National College of Buenos Aires** — *University of Buenos Aires*

Selective academic secondary school.