



DEEPALI SAINI

Sharpshooter
DISC Type : CD

Global Chief Experience Design Officer at Havas CX
Bengaluru, Karnataka, India

Overview

Deepali Saini is a design leader with over two decades of experience, currently serving in a dual capacity as CEO of Think Design and Global Chief Experience Design Officer at Havas CX. She specializes in integrating experience design, research, and AI to drive business growth for global clients. Deepali is an alumna of the National Institute of Design, Ahmedabad.

Deepali is deeply committed to the design community, serving as a visiting faculty member at her alma mater, the National Institute of Design, and as a jury member for prestigious industry awards. She is a passionate advocate for retaining women in the design industry, actively working to support them through career and life transitions.

She holds the unique position of leading the company she founded while simultaneously driving the global experience design practice for its parent network.

Personality Overview

Thorough Evaluator

Fast But Analytical

Precise But Practical

More than the product, they care about the effectiveness of the product. They are not focused on building rapport and relationships. They like to act fast and expect others to do the same.

Topics They Care About

AI in Design

Champions AI as an opportunity to unlock new possibilities in design and has recently received certifications in AI proficiency.

Global Design Leadership

Her current mandate at Havas CX involves unifying global experience design teams and expanding the practice into Southeast Asia.

Connecting Design to Business

Praised by colleagues for her ability to translate design thinking into tangible business outcomes and strategic growth for clients.

Mentoring Design Talent

Actively gives back to the community by teaching at the National Institute of Design and serving as a juror for design awards.

Women in Design

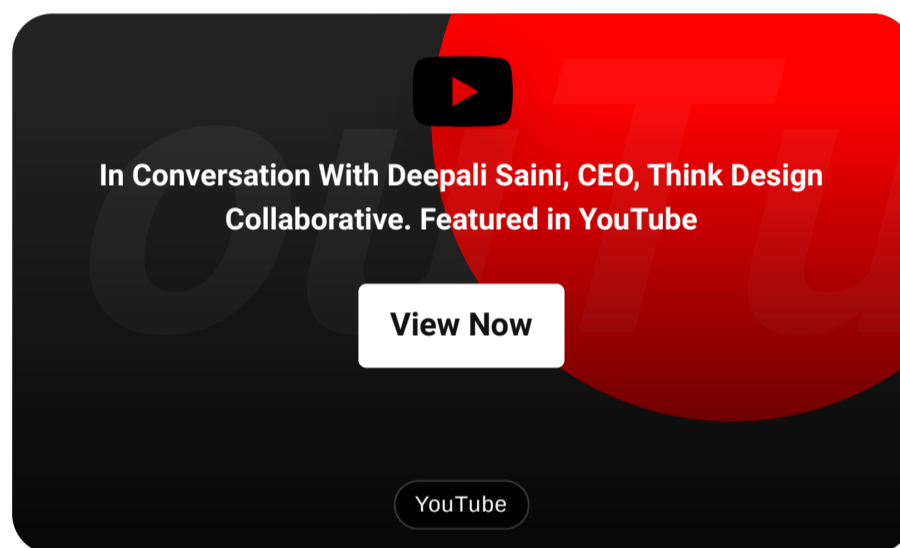
Focuses on retaining women in the design industry by creating supportive pathways through marriage and motherhood.

Ethical AI Adoption

Part of her global role includes championing the ethical application of artificial intelligence within design practices across the Havas network.



Media Appearances



Work History

- 7-2025
Global Chief Experience Design Officer at Havas CX
- 1-2023
Chief Executive Officer at Think Design Collaborative
- 1-2010 - 5-2019
Co-founder & Director at Trinity Strategy India
- 11-2004 - 12-2022
Founder & Design Director at Think Design Collaborative

Education

- 1999 - 2002
Masters from National Institute of Design
- 2-2024 - 7-2024
Certificate Programme in Leadership with AI from Indian School of Business

More Information

Social Presence :



Prographics :

Exp : **17** Location : **Bengaluru, Karnataka, India** Job Level : **Leadership**

Designation : **Global Chief Experience Design Officer at Havas CX**

Insights For Selling To Deepali

👉 During A Call Or A Meeting

DO's

- Objectively showcase the impact that your product creates
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Make sure that you circle back fast on any action items, it wins their trust

DONT's

- Don't focus on process and rules, give the impression of being a 'gets it done' person
- Do not spend too much time focusing on product tech or features
- Don't be in a rush to invite them for a social meet and greet

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Deepali, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Deepali is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Deepali

- *If they are not convinced, they will say no without any hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Deepali Move?

- *They can take decisions very fast if you manage to convince them.*

Can Deepali Take Some Risk Or Not?

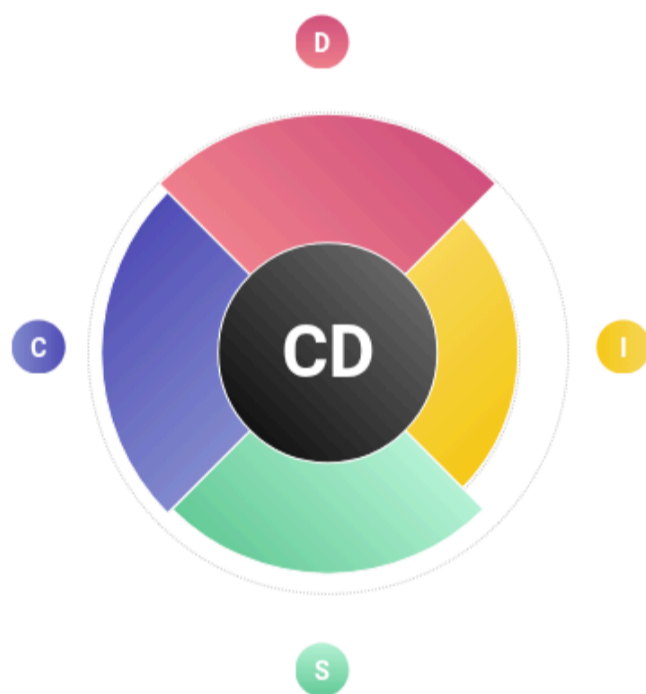
- *The risks don't matter much to them.*

You And Deepali

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Deepali's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.