

## Self-assessment by Erico Fileno

SUBMITTED ON 12 FEB 2021



### A summary about me:

I've been pioneering the service design field in Latin America for over 15 years. I'm a regular contributor for the Service Design Network, having founded its Brazilian Chapter in 2012. Besides that I'm design educator and trailblazer to sharing knowledge about service design, design thinking, UX, and strategic design: I created the first graduate program in Latin America about Interaction Design (2007), Human-Centered Design (2010) and Service Design (2015).

### I currently work as a/at:

Today I'm Head of Innovation and Design at Visa. I'm responsible for coordinate the Visa Innovation Centers in Brazil, Miami (US) and México. We work with a human-centered design process with a service design lens.

[www.visa.com](http://www.visa.com)

In addition, I remain as coordinator and teacher of the Human-Centered Design Program of Positivo University in 2 courses: Interaction Design and Service Design.

<https://universidade.up.edu.br/pos-graduacao/design-centrado-no-usuario-design-de-servico/>

### My LinkedIn profile:

<https://www.linkedin.com/in/efileno/>

### My social media channels:

<https://twitter.com/efileno>

### My educational background:

I have a bachelor in Design (UFPR - in English Federal University of Parana), Brazil with Post-graduate and M.Sc. in Education and Digital Culture for the same university. I started to study Service Design after 2000 when I worked in a Design Management Council in Brazil (Brazil Design Center), when I have contact with IDEO, British Council, and others design consultancies from UK. I had several workshops about human-centered design, service design and design management with them.

After my master degree I opened an interaction design school in Brazil and I offered the first design thinking and service design courses in Brazil (2008-2010). In 2011 I started a Human-Centered Design Program (lato sensu post-graduate) with 2 courses with 400 hours: Interaction Design and Service Design in Curitiba and Sao Paulo. I taught for more than 500 professionals since 2007 when I started teaching.

### The following theories are the key components of my approach to service design:

Human-Centered Design, Co-creation + Co-Design Techniques, Ethnography + Design Research Tools, Service Prototyping and Service Blueprint.



**These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:**

Books: This is Service Design Thinking, This is Service Design Doing, Service Design (Rosenfeld Books) and Designing the Invisible (Lara Penin). I use the books for methods and tools.

Articles: Wicked Problems in Design Thinking (Richard Buchanan), Service-Logic Dominant (Vargo&Lusch), and Experience Mapping (Adaptive path). I use the articles for theoretical discussions.

**I have X years of working experience in service design:**

15

**My working experience in service design includes involvement in:**

- Service design projects
- Service design consultancy
- Service design training

**I have particular experience in the following service sectors:**

Education,

**I have conducted X service design projects that aim at creating improvements or innovations within organisations:**

20

**These are the service design projects I have successfully delivered:**

Before Visa, in my own service design consultancy Welab I developed an awarded project for Boticário (largest Brazilian cosmetic company). The whole project was 6 months and started with an ethnography and design scenarios. After a co-creation session with the renowned makeup artist we designed the experience journey and the app for iOS systems. We launched in main fashion fair in Brazil (SP Fashion Week, 2013).

Video: <https://vimeo.com/83459096>

At Visa I was responsible to launch the first mobility payment in Brazil. In 2019 we designed and deployed the card payment at Metro Rio de Janeiro and Bus Network in Sao Paulo City. Since 2016, Visa Innovation Center in LATAM deployed more than 20 big projects in the region for main banks and retailers in Brazil.

**I have provided service design training sessions and/or other educational experiences for X years:**

12

**My philosophy as a trainer is:**

I use the 50/50 ratio between theory and practice. In the theoretical part, I use lectures and use case application. In practice, I use collaboration methodology and problem solving with research with people, until the service prototyping.

**These are the service design training sessions and/or other educational experiences I've facilitated within the last year:**

In my last year I taught 2 courses in Design Thinking within the Human-Centered Design Program. In addition, I trained the entire Visa Innovation Center (Latin America) team on Service Design topic (Research, Tools and Prototyping).

**I mostly provide my training offerings in the following language(s):**

Portuguese,

**I mostly provide my training offerings in the following countries/cities:**



Brazil,

**I cover the following topics during my training offerings:**

- History of service design
- Definition of service design
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Service design for cultural change
- Organisational development

**My training participants typically have the following level of experience:**

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

**These are my favourite cases I use to inform participants about the impact and value of service design:**

Only 1 common international case I use in class: Nespresso.

I usually use cases from the years I worked as a consultant: 1) Samsung - How to improve the experience on the Samsung BR platform - national application platform and reward program. 2) Itaú - redesigning the flow of acquiring new customers on the digital channel (website and app). 3) Boticário - makeup service through a digital interface and with advice from a professional makeup artist.

**These are the service design methods and tools that I use during my sessions:**

In-depth interview, Personas, Empathy Map, Ideation (Brainstorming), Experience Journey, Eco-System Map, Stakeholder Map, Blue Ocean Matrix, Service Blueprint, Decision Matrix, Service Prototyping (Role-Playing, Scenarios, Storyboards), LEGO prototyping, Co-creation sessions, MVP matrix, and others.

**After successfully attending my training sessions, participants will typically be able to:**

The main point that participants leave is recognizing the service-logic in business. In addition, they come to understand the importance of the service behind the products, the design process, with a more humane, collaborative approach and how to apply the Service Design tools.

**I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:**

I use the performance test with project presentation and self-evaluation. The presentation comprises graphic material (physical touchpoints and tools used) that supports the service and the staging of the service.

I add comments and points to improve.

**I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:**

I use forms to feedback. Examples of feedbacks: Increase the time to run the project (research and prototyping).



I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Global Conference

I actively support the local or national service design community through:

Since 2012, I'm the local leader of Service Design Network in Brazil. Before that I brought IxDA (Interaction Design Association) to Brazil in 2007 and 2009 we organized our 1st. IxDA Regional Conference in Sao Paulo.

I have participated as a speaker in the following events:

2010: "User Experience at Emerging Markets in Brazil" at UX-Lx in Lisbon - Portugal

2011: "Human-Centered Innovation...next steps" at IxDA Conference in Belo Horizonte - Brazil

video: <https://www.youtube.com/watch?v=m6dMIXv0mo0>

2012: "Service Thinking" at UX-Lx in Lisbon - Portugal

2015: "Service Innovation with HCD approach" at UXCONF in Porto Alegre - Brazil

video: <https://www.youtube.com/watch?v=oV7tR6yTBPO>

2018: "Service Design the secret sauced behind Digital Products" at Campus Party in Sao Paulo- Brazil

video: <https://www.youtube.com/watch?v=E7WvcFE0XCQ>

2019: "Design at Scale" at UXCONF in Porto Alegre - Brazil

video: <https://www.youtube.com/watch?v=WwhkWuiuhfA>

I have published the following books/articles on service design and related fields:

In 2014, I was interviewed by Touchpoint Magazine (Volume 6 - No.1 - April 2014) in the Profile Session.

I wrote a Chapter about "Service Innovation" in the book "Future Value Generation" by Daniel Egger (Publish: Elsevier, 2015).

I contributed with insights and thoughts in the book "Strategic Design" by André Coutinho and Anderson Pena (Alta Books, 2017).

I was the translator and technical reviewer of book "Mapping Experience" by Jim Kalbach (O'Reilly, 2016) for Portuguese language. Also, I wrote the Preface for Brazilian edition.

I was the translator and technical reviewer of book "Design a Better Business" by Lisa Kay Solomon, Patrick van der Pijl and Justin Lokitz (Wiley, 2016) for Portuguese language. Also, I wrote the Preface for Brazilian edition.

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