

## Self-assessment by Kateryna Zaiko

SUBMITTED ON 20 JAN 2020



### I currently work as a/at:

Head of Design Office at Symphony Solutions <https://symphony-solutions.com/>

### My LinkedIn profile:

<https://www.linkedin.com/in/kateryna-zaiko-310b77104/>

### My social media channels:

[facebook.com/katerina.zayko](https://facebook.com/katerina.zayko); [instagram/katerinazayko](https://instagram.com/katerinazayko)

### My educational background:

UX Master Certification by Nielsen Norman Group. Speciality: Interaction Design, Mobile and Multi-Channel UX, UX Research (2018. ID 1020537).

Service Design Basic Training by Service Design Network Academy (2019)

Service Design Practical Course by Andriy Milinevskiy, CX Design (2019)

Co-trainer, Service Design Day Lviv 2019

Co-trainer, Design Workshop (2019)

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

We design the visible and the invisible

Don't trust the process, design the process

It is iterative and on-going

It is interactive

It is always customer- centred, but also provider-focused

It includes divergent and convergent thinking

It is holistic

It needs empathy and lived experience

It is multidisciplinary

It is contextual

It is messy

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



"This is Service Design Thinking" and "This is Service Design Doing" - I recommend those books as a "desk books" for every designer. I use definitions of Service Design provided in those books, activities for workshops.

Nielsen Norman Group articles and videos about Service Design. I refer to it during workshops and lectures to give the definition between UX and Service Design, to give knowledge, why UX designer should practice Service Design as well.

Touchpoint and SDN case studies, articles. It full of useful materials, which I use while preparing the lecture or some theory part on workshops. I recommend it to participants as "latest updates in Service Design and practical information"

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

3

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

Retail, transportation, e-learning, gamification

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

1

**My philosophy as a trainer is:**

My goal is to empower people in making things simpler and better, in developing abstract thinking and helicopter view. My vision is in a day-to-day actions and attitude in life.

I am passionate about Service Design, I share the SDN mission "Service Design will become a new normal".

My mission as a trainer is to motivate people in becoming agents of change in their environment, organization or community. I do this by inspiring people to try on a new mindset, to broaden their horizons, to experiment with Service Design approach. I developed this mission for myself, as on my own example I know that Service Design helps to rich their ability in achieving results beyond the expectations. My philosophy as a trainer is not to teach people, rather to help them discover a hidden potential by living Service Design philosophy, going deep into Service Design as a tool, method, mindset, managing approach, cross-disciplinary language. My vision is in my environment, to connect passionate individuals that share their successes, failures and experiments in the field of Service Design, to explore on application of Service Design in different spheres, and to learn from each other, as well as to promote service design as a mindset for a structured problem solving.

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

31.05.2019-01.06.2019 Service Design Day, Symphony Solutions, 2 Days (16 h) , 30 participants,

<https://www.facebook.com/events/1067542803435665/>

20.07.2019-21.07.2019 Service/Product Design Workshop, Ukiepro, 2 days (20h), 20 participants.

23.11.2019-24.11.2019 Service Design Workshop, Symphony Solutions, 2 days (16 h), 30 participants

<https://www.facebook.com/events/692567184582292/>

14.12.2019-15.12.2019 Service Design Workshop, Symphony Solutions Macedonia, 2 days (16 h), 14 participants

<https://www.facebook.com/events/541597776642448/>

Upcoming:

01.02.2020-02.02.2020 - Go Agile with Service Design Mindset (Lviv, Ukraine) <https://www.facebook.com/events/2783989468354491/>

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

Ukrainian, Russian, English

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

Ukraine (Lviv, Kyiv), Macedonia (Skopje)

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



- Definition of service design
- Service dominant logic
- User research/deep customer insights
- Visualisation techniques
- Prototyping of services
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Exploration of 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)

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

SDGC 2019 Tom Szaky: Solving for Disposability While Maintaining Its Virtues (Service Design is making world a better place, but still has a business side)

SDGC 2019 Anne van Lieren: Customer Behaviour by Design - Influencing Behaviour Beyond Nudging Close (Power of Service Design)

SDGC19 | Zita Cobb: Design in Service of Place: Community Business on Fogo Island (Service Design is making world a better place, but still has a business side)

SDGC19 | Steph Hay: Designing For Trust (Service DDesign in AI, IT)

SDGC 2019 "Service design to improve women's maternal healthcare services in Nepal" <https://www.service-design-network.org/community-knowledge/service-design-to-improve-womens-maternal-healthcare-services-in-nepal> (Service Design for community)

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

Customer Journey, Service Blueprint, Ecosystem Map, User/Stakeholder Interview, Value Proposition, Business Model Canvas, Service Prototyping, Service Prototype Testing, Brainstorm, Service Concept, Secondary Research, Problem Framing/Reframing, Jobs To Be Done, Personas,

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

Create Customer Journey; Create Service Blueprint; Create Ecosystem Map; Conduct Customer/Stakeholder Interview; Create Service Prototype; Participate/Facilitate Brainstorm; Test Service Prototypes; Frame/Reframe Problem statement; Analyze Insights; Get Key Insights; Create Jobs to be done; Get customer pains, gains, jobs; Analyze/Create Value proposition; Analyze/Create Business Model Canvas; Conduct Secondary Data Research

**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:**

In training I use the following tools to check participants understanding: small group debriefings, practical simulations, where participants demonstrate the level of theoretical concept understanding, the final demo in front of stakeholder.

After the training I use several elements of Kirkpatrick evaluation model (depends on the training project)

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

I had participant coming from non-design domain, many concepts were too alien for them, therefore it took more time and effort for me to explain more concepts, ect to them, based on that experience I sat down with the team and developed a set of real examples and cases, that we worked on. So, when someone does not understand the theoretical concept I maintain to real life example and explain that concept using the story.



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
- SDN Masterclass

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

Organising trainings, meet-ups, lectures;

Publishing articles <https://dou.ua/lenta/articles/service-design/>

Taking part in Service Design events as a trainer, speaker

I have participated as a speaker in the following events:

Local conference "Service Design. Actual Trends in Ukraine and the World" (Kyiv, 2019)

<https://www.facebook.com/events/466123984012866/>

Service Design and Outsourcing Software Company (Kyiv, September 2019) <https://www.facebook.com/events/1285882641569440/>

Is Service Design possible in outsourcing company? (Lviv, October 2019) <https://www.facebook.com/events/524707831408830/>

Upcoming:

Agile Design Thinking for Everyone (January 2020) <https://www.facebook.com/events/2453040924963323/>

Service Design Lectorium (February 2020) <https://www.facebook.com/events/2554032111543728/>

Service Design Lviv 2020 (February 2020) <https://www.facebook.com/events/522656861942192/>

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

<https://dou.ua/lenta/articles/service-design/>

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