

Self-assessment by Andriy Milinevskyy

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I currently work as a/at:

Strategic Service Designer and Founder at CX design Agency

<https://cxdesign.design/?lang=en>

My LinkedIn profile:

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

My social media channels:

<https://www.facebook.com/cxdesignagency/>

My educational background:

Specialists, Physics, Kyiv National University T.G. Shevchenko, Physics Department, Kyiv, Ukraine

MBA, Executive MBA Program "General and Strategic Management", Maastricht School of Management, The Netherlands, USA

Certified Trainer, Miller Heiman Leadership Training Institute, Reno, USA

Service Design Introductory Course and projects Supervision by Innova Partners, Barcelona, Spain and Santiago Argelich Hesse, Oliver Wyman

Senior Partner, Kyiv, Ukraine

Service Design training under supervision of Till Jaspert, Innova Partners, Barcelona, Spain <https://www.innovapartners.net>

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

Human-Centered Design

Empathy

Service Dominant Logic

Participatory Approaches: Extractive and Empowering

Qualitative Research philosophies – methodologies

Creativity theories

Change theories

Anthropology, Sociology, Psychology

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

101 Design Methods – comprehensive overview of the human-centered managed innovation, providing well illustrated and inspiring toolbox, all connected with real business



This is Service Design Doing, This is Service Design Methods – when used as a pair create a well-balanced, reference-ready intro into the field with good mix of theory and practicality

Value Proposition Design – provides an easily digestible insight into human-centered design speaking to the hearts of product managers and topped with a simple, robust and versatile tool

The Field Study Handbook – an inspiration and methods mix for those dreaming to engage into serious research, backed by The Mom Test for those who are looking to just jump on it

The Service Design Show – to stay up to date with the field development and gain universe of prospective and opinions in an engaging and light-hearted audio format

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Banking, telecom, IT, logistics, utilities, pharmaceuticals, education, retail: electronics, fashion, petrol

These are the service design projects I have successfully delivered:

2014 – 2016, Telecom, Kyivstar – VimpelCom, NYSE: VIP – led company customer centric transformation as a Chief Transformation Officer for telecom market leader. Designed change of company products, processes, IT architecture and operational model based on redesign of key customer journeys. Hired and coached the Customer Experience Management (CEM), Design Projects Implementation (omnichannel), Datascience, Digital, Call-center and Project Office teams. Introduced Service Design in the company.

Further, supported and coached teams to redesign top 10 impactful customer journeys and introduced “design first” practice for all key product launches, starting with the 3G launch. Supported joint datascience – service design projects. Coached the Net Promoter System implementation, introduced Pain Map dashboard, CEO and CEO-1 level Customer Experience improvement process. Ensured launch of competitive products, revenue and savings increases, double digit Top-down NPS improvement and NPS market leadership.
<https://bit.ly/3eXRIUb>

2016 – 2017, Logistics, Nova Poshta (Нова Пошта) – customer centric transformation for logistics market leader. Conducted diagnostics including initial Top Down NPS research. Designed transformation roadmap and engaged Board and top management. Supported the launch of company CEM team, designed intro of Bottom Up NPS research, introduced Service Design to CEM and Product Management practices.

2016 – 2017, Logistics, Nova Poshta – coaching and redesign of two key CJs: B2C from internet purchase through to outlet delivery and return and B2B e-com from onboarding through to management of delivery. Improved Journeys and touchpoints customer experience (CuX) measured in NPS, enabled increase in e-com transactions and KPIs of e-shops onboarding.

Oct 2016 – Mar 2017 Retail, COMFY – project aimed at increase of sales conversion rates in physical shops of electronics retail market leader. Redesigned in-shop sales process, training enablement and marketing support to bridge the gaps with the buying journey. Solutions implemented over 3 years by corporate university in 65 shops. Double digit increase in conversion rates.

Dec 2016, Cable TV - Internet provider, Volya, within Experience IT Factory. Provider targeted improving experience and efficiency of service calls at user homes. Defined three customer clusters and redesigned service process to fit their distinct jobs. Process implemented.
<https://bit.ly/3eV7oYl>

Apr 2017 – Aug 2017 Retail, OKKO – lead and coached petrol stations retailer team to increase sales of non-petrol products and explore business diversification. Created 4 new scenarios of petrol filling process, new product layouts and at-the-cashier service-sales process aimed



at both business and consumer wins. Implemented at 400+ stations over course of 3 years.

Nov 2017 – Sep 2018 IT, ELEKS – supported and coached client-centric redesign of product catalogue for 1500+ employees IT developer. Catalogue created, lead generation - pre-sales – sales and delivery process redesigned, Value Proposition adaptation for specific client segments – start ups – prototyped and implemented.

Feb 2018, Logistics, aramex, as a leader of IT developer (ELEKS) on-site visits. Relaunch of digital strategy roadmap design for global logistics provider. Led field research in Amman, Jordan. Discovered gaps in customer and courier experience, delivery journey. Conducted workshops for the team of global and country executives resulting in projects pipeline relaunch, yielding 2x increase in mobile active users and improvements in other platforms KPIs <https://eleks.com/case-studies/aramex-digital-logistics-enterprise/>

May 2018, gas startup, GRT Gas - appygas, as a leader of IT developer (ELEKS) on-site design workshop – coached Berlin-based startup to boost sales of gas market data digital platform. Framed solutions to bridge the gap in offline and online experience and create distinct value proposition for customer clusters: traders, portfolio managers and business analysts. <https://eleks.com/case-studies/european-natural-gas-market-portal-appygas-grtgaz/>
<https://www.appygas.com/>

Aug 2019, Energy Utility, DTEK - coached and trained 4 teams of major country electricity provider to improve quality of briefs for IT development of following systems: power plants emergency repairs, procurement, recruitment, training. After field research and rapid prototyping briefs redrafted, design skills practiced. Savings in IT and process costs expected. <https://bit.ly/30ejZSm>

Aug - Oct 2019, Fashion Retail – led the team of high-end fashion retailer looking for a way to improve sales and customer loyalty. Redesigned value proposition based on newly developed customer personas and supported the implementation.

Sept – Dec 2019, Pharmaceuticals, MARIFRAM – redesign of the contracting and technology transfer process to fit the needs of the outsourcing market for a Slovenian pharmaceutical factory. Designed the new process with the multiple-country team. Launched over a 6-month period <https://bit.ly/3cAHN5p> <https://bit.ly/3gQX05E>

Oct 2019 – Dec 2019, Genetics – Datascience, deep trait – design of the value proposition for the startup, developing machine learning solution to enhance breeding process for plants and medicine development based on genome modelling. After research developed understanding of the beach market, breeders' journeys and jobs, and key elements of the value proposition. <https://bit.ly/2Ucegsg>

Feb 2020, Retail, COMFY – coached and trained 3 teams of leading electronics retailer to tackle following challenges: new value proposition for serial purchase of white goods, increase of traffic to e-shop app, revival of the field sales training process. Value propositions for serial purchase and training redesigned, journey for e-shop app updated. Design skills practiced <https://bit.ly/3eSE1px>

Mar - June 2020, Gas Utility, Gazsbyt – RGC – redesign of the company strategy and value proposition to face market liberalization. New value proposition and corresponding marketing campaign designed, with the provider team, based on quantitative and qualitative research and prototyping. Expected launch Jul 2020

2016 – 2020, Banking, PUMB (ПУМБ) – co-designed and co-lead customer centric transformation as well as bank B2B and B2C strategy as well as B2B and B2C product development; initially as a consultant and currently as an Advisor to the Bank CEO and strategic process facilitator. Projects included:

2016 – 2017 – supported and coached management CEM onboarding, launch of the CEM team, initial Top Down NPS research, start of the first B2B service design project.

2017 – 2018 – coached the team and redesigned Credit Card product Vse Karta (Все Карты) through to completion of pilot in Lviv Region of Ukraine. Generated successful changes of product features, sales and onboarding process. Co-designed and co-lead training course for a 700+ field sales force and telesales. Activation levels increased two-fold at a stable sales level. Product NPS increased two-fold. Retail teams started



using design practices, including Persona framework. Field sales force morale improved

Oct 2018 – Dec 2018 – trained and coached five product-lead cross functional teams in following business challenges: X-sales of insurance, digital onboarding in retail, reduction of credit offer cancellations, gaining salary projects, reduction of calls to call-center. Actions prioritized, insurance value proposition redesigned – unit sales increased two-fold. <https://bit.ly/2Mx6p4r>

2018 – 2019 – exploration of the bank clients digital experience and narrowing down design to all-bank personas, product-channel onboarding strategy, choice of digital channels and tactics of digital onboarding. Training “start initiative with cluster-Persona in mind” delivered, digital strategy reviewed, key strategic, UI/UX and CRM decisions made and implemented, onboarding speed increased in double-digit range.

Dec 2018 – Mar 2019 – client-focused Retail product roadmap redesign: projects reframed to target customer clusters and account for customer journey jobs, barriers and pain-points. Performance of the redesigned products improved.

Dec 2018 – Apr 2019 – design of joint B2B and B2C Retail Outlets Vision factoring in Customer Experience principles. Initiated redesign of top impactful retail customer journeys, sales process as well as physical space.

Apr – August 2019 – facilitation of the bank 5-Y Strategy Process. Customer-cluster focused strategy introduced in B2C business line.

Oct – Nov 2019 – coached service designer and CRM team in campaign communication improvement project. Persona-based communication tactics implemented, response rates improved in double digit range.

Oct – Jan 2019 redesigned the B2B banking account opening and bank onboarding process and coached the B2B process team. Implemented redesign enabled better onboarding experience and process efficiency.

June 2019 – February 2020 value proposition improvement for 5 banking products via open filed service design practical training course. Products included: debit card, bundle of credit card and installment, savings product, acquisition of clients for salary payment product and digital installment. Value Proposition improved or further redesigns initiated

Feb 2020 – Mar 2019 – redesign of CRM X-sell process in retail outlets and telemarketing. Gaps in customer buying journey, employee sales–service journey and X-sell process identified, solutions developed, prioritized; the ones not connected with lock-down credit process limitations tested and implemented. Conversion level in pilot increased two-fold.

Feb – June 2020 – design and facilitation of the 5-Y bank Strategy Process based on segments-Personas, unsatisfied customer jobs explored via Customer Entry Point research and 10 Types of Innovation Framework. Low-fidelity prototypes of the business models developed and are being evaluated.

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

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My philosophy as a trainer is:

I have amply experienced educational sessions that lead to little or no change in the mindset, skill or behavior. Over the years this led me to a “teleological” – for the purpose – philosophy as a trainer: one needs to design learning process for every instance and for a measurable change

This works best in corporate and startup education when you can afford proper focus:

- discovering the actual problem. Often not to be addressed by training
- designing Desirable Measurable Changes: practices, behaviors
- ensuring applicability by picking important and engaging Real Business Challenges to train on
- defining Challenge Leaders to...
- ...prepare prior to the training: team composition, frame design challenge and prep available knowledge



on site – it is a mélange of:

- explaining “the whole” simply,
- providing only reassuring glimpse at fundamentals,
- inspiring via cases,
- visualizing how each step relates to the whole and, in particular, to
- check-list type process-tools cards - placing knowledge “in the world”,
- explaining toolbox using teams' examples,
- enabling most of the time for doing and reflecting on what was actually done, and thus introducing the skills and ensuring focus
- helping invisibly, insisting on trusting the process,
- always converging at an insight – prototype and having teams celebrate achievement through presentation of resulting prototypes and prioritized actions.
- wrapping it up with much fun and care.

Support “after”

In the open trainings:

- individual Pre-Interview with “how you will apply...”
- pre-class assignments
- Real Business Case with real client actually present
- small table-teams, somewhat competing and at synthesis geared in different directions

The above is for Fast and Moderate speed learning. I also enjoy Coaching teams and individual designers within mixed sport coaching and therapeutic paradigm

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

Apr, Service Design Jam, Kyiv. Research lecture and team mentoring, c.100 participants, c.20 teams, 2.5 days in-class, telephone research and prototyping. <https://bit.ly/3cDDd6y> <https://bit.ly/2Y9bhSE>

Apr, Service Design for Startups, Lviv, for Center of Entrepreneurship of Lviv Business School. Case: real startup cases. c. 40 participants, c. 15 teams, 2 days, in-class

May, Service Design for Startups, Kyiv, RadarTech Accelerator MHP 2.0 – incubating for the largest Ukrainian agro holding – Myronovskiy Hlibo Product. Case: real startup cases. c. 15 participants, 5 teams, five 4-hour workshops over 3 weeks, in-class and field research. <https://bit.ly/3dCRDox> <https://bit.ly/374RLuy>

31-1 Jun, Service Design Day, Lviv, Co-host with Symphony Academy. Case: removing waste. c.40 participants, c.10 teams, 2 days in-class, field research and prototyping <https://bit.ly/30cmrbT> <https://bit.ly/2XzdHuW> <https://bit.ly/3731eTa>

May - June, Service Design for Startups, Kyiv, for EO Business Incubator, USAID. Intake 1. Case: real startup cases. c.40 participants, 10 teams, eight 3-hour workshops over 3 weeks, in-class and field research. <https://bit.ly/2XArOzU>

3 Jul, Research Customers with no budget – no time. Possible?, Summer School of Total Marketing in Kyiv Mohyla Business School, c. 50 participants, c. 25 teams, half-day, in-class <https://bit.ly/2XCAyG4>

4-6 Jul, Service Design Practical Course, Kyiv. Case: real business, redesign of value proposition system of PUMB bank debit card. Business involvement: case presentation, stakeholder interview, solutions presentation, feedback. Open, 11 participants, 3 teams, 3 days, in-class as well as field research and field prototyping. <https://bit.ly/2MA5Vuy>

Aug, Design Thinking for Preparing IT Development, Energy Utility, DTEK. Case: 4 real business cases: power plants emergency repairs,



procurement, recruitment, training, c. 30 participants, 4 teams, 1 + 2 days over 2 weeks, in-class as well as field research. <https://bit.ly/30ejZSm>

12-14 Sept, Service Design Practical Course, Kyiv. Case: real business, redesign of credit card and installment product system of PUMB bank. Business involvement: as above. Open, 17 participants, 4 teams, 3 days, in-class as well as field research. https://www.facebook.com/andrey.milinevskiy/posts/2332954636758259?__tn__=-R

19-21 Sept, Service Design Practical Course. Lviv. Case: real business, redesign savings value proposition of PUMB bank. Business involvement: as above. Open, 18 participants, 4 teams, 3 days, in-class as well as field research. <https://bit.ly/2BCHN8i> <https://bit.ly/3eQSSAX>

Oct - Nov, Service Design for Startups, Kyiv, for EO Business Incubator, USAID. Intake 2. Case: real startup cases. 40 participants, 10 teams, eight 3-hour workshops over 3 weeks, in-class and field research <https://bit.ly/3eYhyr1>

11-12 Nov, Service Design for Startups, Lviv, for Center of Entrepreneurship of Lviv Business School. Case: real startup cases. c. 30 participants, c. 15 teams, 2 days, in-class <https://bit.ly/2MxmOpt> <https://bit.ly/3cGcu9b> <https://bit.ly/2AEsD1V>

10-12 Dec, Service Design Practical Course. Kyiv. Case: real business, redesign value proposition for acquisition of clients for salary payment with PUMB bank. Business involvement: as above. Open, 18 participants, 4 teams, 3 days, in-class as well as field research. <https://bit.ly/376hdjG>

22 Dec, How to Research Customers in Jobs-to-Be-Done Framework, Marketing School in Kyiv Mohyla Business School, c. 50 participants, c. 25 teams, half-day, in-class <https://bit.ly/2Y7SYx4> <https://bit.ly/2UbGL9O>

Feb, Service Design Practical Course for COMFY, Electronics Retail. Case: 3 real business cases: new value proposition for serial purchase of white goods, increase of traffic to e-shop mobile site, revival of the field sales training process c. 25 participants, 4 teams, 1 + 2 days over 1 week, in-class as well as field research. <https://bit.ly/3eSE1px>

24 Feb, How to Research Customers in Jobs-to-Be-Done Framework. For Service Design Lviv 2020. Open, c.50 participants, c. 25 teams, half day, in-class. <https://bit.ly/2Xyrge2> <https://bit.ly/3eV2eM8>

25-27 Feb, Service Design Practical Course. Kyiv. Case: real business, redesign digital installment of PUMB bank. Business involvement: as above. Open, 21 participant, 4 teams, 3 days, in-class as well as field research. <https://bit.ly/3738GxP> <https://bit.ly/2z4kfrQ>

Feb - Mar, Service Design for Startups, Kyiv, for EO Business Incubator, USAID. Intake 3. Case: real startup cases. c. 40 participants, 10 teams, eight 3-hour workshops over 3 weeks, in-class, field research, mentorship.

June, Service Design for Startups, Lviv, for Center of Entrepreneurship of Lviv Business School. Case: real startup cases. c. 30 participants, c. 15 teams, 3 workshops, in-class and in-field research https://www.facebook.com/ucu.cfe/posts/630077230922537?__tn__=-R

2015 – 2020, Coaching in-house service design, product management, UX, CuEx and business analysis individuals and teams in actual projects

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

English, Ukrainian, Russian

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

Ukraine, Germany, Jordan

I cover the following topics during my training offerings:

- History of service design



- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- 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:

Designing kids experience in dental care, personal experience resembling the GE MRI case, to emotionally engage and illustrate how intuitive the Service Design can be and how close the business results are

Amtrak Acela, Moggridge 2007, the classic case to intuitively introduce Customer Journey and Service Blueprint concepts and the need to work with holistic service or product system

How to abandon products and discover humans, CX design iForum 2018 case, to illustrate concept of persona – customer cluster, importance of design before IT development at startup and need to consider both B2B and B2C users in platform business model <https://bit.ly/3dHcS8U>

SEB and Transformator, TISDT 2015, to show that design process needs to be designed, value of reiteration and prototyping and designer courage to abandon the obvious and expected

The People's Pharmacy, Hellon, Service Design Award 2015, to demonstrate the scale and impact Service Design can bring to company strategy

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

- Intent Statement
- Stakeholder and first-line interview
- Stakeholder Map
- Extreme users
- Customer Profile
- Customer Journey
- Service Blueprint
- Research Guide Design: hypothesis – need to learn – question
- In-Depth Interview
- Ad-hoc interview
- Enacting in-depth interviews
- Jobs-to-be-done Framework



- Customer Profiles Clustering
- Semantic Profile
- Insight Statement
- Design Question (Structured “How might we”)
- Spring-board brainstorming
- Analogies brainstorming
- Idea grouping consensus
- Idea prioritization matrix
- Morphological Synthesis – Concepts to Solutions
- Value Proposition Statement
- Value Proposition Canvas
- Rapid prototyping
- Lean Canvas
- Business Model Canvas
- 10 Types of Innovation

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

Focus and plan the Project as well as Design Qualitative Research

- map existing knowledge
- formulate or reframe project Intent Statement
- plan project in Sprint framework and Free-Iterative framework
- conduct Stakeholder and First-Line interview
- create Stakeholder Map
- define Extreme users
- compile “as perceived” Customer Profile and Customer Journey
- conduct Important – No evidence Hypothesis grouping
- design Research Guide: hypothesis – need to learn – questions

Execute Qualitative Research

- conduct In-Depth interviews
- conduct Ad-hoc interviews and limited Observations
- enact in-depth and ad-hoc interviews
- map in-depth and ad-hoc interviews on Customer Profile and Customer Journey

Synthesize Research findings

- cluster Customer Profiles using likelihood and limited semantic profile methods
- create as is Customer Journey
- formulate Insight Statement
- create Design Question (Structured “How might we”)

Create out of box solutions

- conduct Spring-board brainstorming
- conduct Analogies brainstorming
- develop consensus on Idea grouping
- prioritize Ideas on 3 by 3 Time to Impact – Impact matrix
- unite Ideas in Solutions
- formulate Value Proposition Statement
- create to be Customer Journey
- create Service Blueprint



Prototype solutions and business models

- conduct Rapid prototyping via Roleplay, Storyboards, Lego play
- design limited prototyping via Wizard of Oz method
- develop Lean Canvas
- develop Business Model Canvas
- apply 10 Types of Innovation to develop industry – competition innovation intensity profile and generate new innovation models

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 evaluate

- class design by both observing in-class behavior and asking immediate feedback in the breaks
- understanding of the content by morning recaps, when the key introduced concepts are presented by teams or learners
- understanding the content and whether the skill was introduced by ability to self-perform at in-class and out-of-class assignments
- gaining the skill and what is applied as well as class design by following through with corporate clients and individual in-depth interviews for open trainings 3-6 months after the training was delivered

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

- class design: too much content, too long conceptual modules – loss of focus. Now – only necessary content, better sequence of the concept – example – practice
- understanding of the content: the content is complicated; the connections and overall flow is unclear. Now – enabling content with examples and further practice, the content cross-reference to the “whole”, time for group reflection, the knowledge partly placed “in the world” via flow-toolbox checklists
- skill was actually introduced: learners do not have enough time to practice the skill, more “showing them how to do it”, not enough time and space “for them to perform”. Now: shorter “shows” and more time and support for the tools application by teams in-class, better motivation via time-limits and competition, clear out-of-class assignments, saving time by pre-reading
- gaining the skill and what is applied: assignments are not completed, the behaviors – practices are not changed. Now: clear and measurable assignments, pre-education process with the client on creating environment to practice and measurable changes in practices

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:

- Customer_Experience_Show_2019_Kyiv, Service_Design_Conference_2019_Kyiv/2020_Lviv, Vienna_Biennale_for_Change_2019

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

delivering workshops, presentations and mentoring at Service Design Day and Service Design Jam
delivering open public lectures and webinars on Intro into Design and Propotyping at EO Business Incubator platform

I have participated as a speaker in the following events:

2014, HR Wisdom Summit, “3-year B2B Sales Transformation in Telecom. Is customer centric sales system an oxymoron?”
<https://bit.ly/2UjdolE>

2016, iForum 2016, “Advanced analytics and Service Design. For Kyivstar customers and more ” <https://www.youtube.com/watch?v=Zu4BH5ubZns> <https://www.youtube.com/watch?v=WnLjKtiPUYg>
<https://bit.ly/2Ygrfuy>

2016, HR Marathon, “Business practices in HR: employee NPS, employee Journey, customer concept. How to use?” <https://bit.ly/3dHtdKQ>
<https://bit.ly/3f0f1gk>

2016, Start Now Teens School, “Service Designer profession. What is it?” <https://bit.ly/30oBPlw>



2016, Lviv Business School Datascience Masters Program Launch, "What business expects of datascientists. Python, R or Value Proposition Canvas?" <https://bit.ly/377eZQM>

2016, CEM3: Customer Experience Management Conference, "What should we DO to become customer-centric? Where to start?" <https://bit.ly/3eXAZ3A>

2017, FUTURE LAB 2017, "How Service Design Thinking helps to create competitive services and products" <https://www.facebook.com/dentsuaegisnetworkua/posts/1655513301135678> <https://bit.ly/2UhoZSx>

2017, CEM4: Customer Experience Management Conference, moderating the conference and delivering "Creating excellent customer experience" <https://bit.ly/30dRNPq>

2017, Customer Experience Conference 2017, "Persona and Customer Journey: how to create business value in synthesis and rapid prototyping" <https://bit.ly/2UbS7u7>

2017, Human Capital Forum, "How to transform innovation theater into successful business performance?" with playback theater "Lyudi" (People) <https://bit.ly/2MvZisT>

2017 Data Science UA Conference, "How to increase business value of datascience projects", <https://www.youtube.com/watch?v=qRrBpmTjEvs> <https://bit.ly/2XBycXN> <https://bit.ly/2Ueutx7>

2017, Elevate: Sales and Service Innovation Conference, "The thin ice of the journey "buyer – seller". Experience of 2 years and 5 industries" <https://bit.ly/2Buj7yz>

2017, Kyiv Mohyla Business School, Big Data for Top Managers, "How to launch datascience and make it work" <https://bit.ly/2Ujo8Au> <https://bit.ly/2zbYsyx>

2018, CEM5: Customer Experience Management Conference, moderating the conference <https://bit.ly/2XBin3r> and delivering "Enacting customer experience" with playback theater "Lyudi" <https://www.facebook.com/andrey.milinevskiy/posts/1550364748350589>

2018, Kyiv Mohyla Business School, Big Data for Top Managers, "How to launch datascience in corporate environment and make it work" <https://bit.ly/3cAbe7K>

2018, Marketing. PR. Digital 2018, "Persona and Customer Journey: how to create value for people and businesses" <https://www.facebook.com/andrey.milinevskiy/posts/1585620798158317>

2018, iForum 2018, "Design Thinking: How to abandon products and discover humans" https://www.youtube.com/watch?v=UhgRJ_ME1w0&t=20s <https://bit.ly/3dHcS8U>

2018, #INTRO2018, Lviv Business School Alumni, "Intro to Service Design" <https://www.facebook.com/watch/?v=2054828457895704>

2018, Creascope-2018 — Design for Business, Cities and Human, "Design for Business" <https://www.facebook.com/andrey.milinevskiy/posts/1666724270047969:0>

2018, Elevate: Sales and Service Innovation Conference, "Design of Customer Oriented Product Catalogue in IT industry" <https://bit.ly/2UdQo7S> <https://www.facebook.com/MillerHeimanGroupUkraine/photos/a.2035496693174031/2035554153168285/?type=3&theater>

2018, Customer Experience Show 2018, "How to meet Humans" <https://bit.ly/377iFIE> <https://bit.ly/2UeiW0Z>



2018, Digital Transformation conference at Kyiv School of Economics, "Service Design for a Competitive Market" <https://bit.ly/2XY1H4U>

Apr 2019, Service Design Jam, Kyiv, "Ad-hoc interviews in Service Design",
<https://www.facebook.com/KyivServiceJam/photos/a.877820522551000/877823039217415/?type=3&theater>

May 2019, Public lecture within RadarTech Accelerator MHP 2.0, "Introduction to Service Design"
<https://www.facebook.com/andrey.milinevskiy/posts/2125233737530351:0>

May 2019, Public lecture and webinar within EO Business Incubator, "Introduction to Design Thinking and the Customer"

June 2019, Public lecture and webinar within EO Business Incubator, "The Value of Prototyping – Pitfalls and Best Practices"
<https://bit.ly/3czbZxL>

June 2019, Meet up: Facilitation in Service Design, "Roles of Designer in Service Design Workshop" <https://bit.ly/2MAvxY9>

Oct 2019, Public lecture within EO Business Accelerator Demo Day, "Value of Design for Startups"
<https://www.facebook.com/eo.in.ua/videos/539525813518033/> <https://bit.ly/2XBrj8T>

Oct 2019, Public lecture and webinar within EO Business Incubator, "Introduction to Design Thinking and the Customer" <https://bit.ly/2zYx8Ey>
<https://www.facebook.com/eo.in.ua/videos/553041988784739/>

Oct 2019, Public lecture and webinar within EO Business Incubator, "The Value of Prototyping – Pitfalls and Best Practices"
<https://bit.ly/2XBWdy4> <https://www.facebook.com/eo.in.ua/videos/808224892914043/>

Oct 2019, Customer Experience Show 2019, "7 Models of Introducing Service Design in Corporates and Startups", "Roundtable: making Service Design work in everyday business practice" <https://bit.ly/3eV5Tcy> <https://bit.ly/37flbFD> <https://bit.ly/30ciHqR>

Dec 2019, Arterium Annual Management Conference, Pharmaceuticals, "Charisma or Method" – on how to achieve excellence in management and transformation <https://bit.ly/37bLMo4>

Dec 2019, Service Design Conference Kyiv, "Reiterating to Improve Value Proposition. Worth it? Case in banking" <https://bit.ly/2UeRAYs>

Feb 2020, Service Design Lviv 2020, "Service Design in Product Strategy of Retail Bank", "How to onboard organization to Service Design, Roundtable" <https://bit.ly/3eV2eM8> <https://bit.ly/2XzLLuT>

Mar 2020, Public lecture and webinar within EO Business Incubator, "Introduction to Design Thinking and the Customer"
<https://bit.ly/3cyqP7T> <https://bit.ly/2Y5EEVZ>

Mar 2020, Public lecture and webinar within EO Business Incubator, "The Value of Prototyping – Pitfalls and Best Practices" <https://bit.ly/3dAdbmO>

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