Self-assessment by
Carol Massa

I currently work as a/at:

Service Designer at Harmonic Design

www.thisisharmonic.com

My LinkedIn profile:

https://www.linkedin.com/in/carol-massa/

My social media channels:

Twitter: @_krol_massah; Instagram: @carolmassah; Medium: @carolmassa

My educational background:

M.F.A Design Management at SCAD (scad.edu); Experience Strategist at Management Consulting Firm; Working as a co-trainer on Design Thinking workshops; Designing cross-collaborative workshop with clients; Providing SDNAcademy course on Strategic Design in Organisations; Working as a service design consultant across industries

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

organisational design, organisational culture, organisational change, strategic design, systems thinking, holacracy, living systems

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

From value chain to value constellation: Designing Interactive Strategy by Richard Normann and Rafael Ramírez (HBR 1993): reinforce what is value creation and the power of service ecosystems

Designing Services that Deliver by G. Lynn Shostack (HBR 1984): reinforce the important of sequencing and the orchestration between frontstage and backstage

Reinventing Organisations by Frederic Laloux (2014): this book describes what are teal organisations and how these types of organisations are set up to be flexible, adaptable and purposeful

Orchestrating Experiences by Chris Risdon and Patrick Quattlebaum (2018): this book demonstrates service design process application and provides structural cues for important parts of the process

Service Design: From Insights to Implementation by Andy Polaine, Ben Reason and Lavrans Lovlie (2013): this book has a mix of theory and practice about designing and implementing service experiences

Uncommon Service by Anne Morriss and Frances Frei (2012): this book illustrates how business design and strategic design work connects by providing a framework on successfully designing for customer experiences while balancing business needs

I have X years of working experience in service design:
4

I have particular experience in the following service sectors:
telecommunication, insurance, finance, retail, marketing/advertising

I have provided service design training sessions and/or other educational experiences for X years:
2

My philosophy as a trainer is:
We should feel empowered to use design as a medium to connect people across silos by creatively coming up with new ways to establish new forms of services. In SD, we specifically deal with complexity + organisational design = service design in action!

One of the core things about service design as a practice is we do 360 degree design work. We address inside out and outside in perspectives and map out the lines of interaction between elements, people, technology, processes and build bridges between experiences and how to design and deliver them.

Service design as a practice has the ability and flexibility to adapt to multiple levels of zoom in an organisation.

Service Design helps you get familiar with the business nature and its people, culture and process as you come up with new ways to build solutions to bring all of this together with the intent to the best as it can be for all entities involved in the service ecosystem.

You don't need to have a service design role to do service design work. The mindset and the tools can equip you to do service design in your context and your organisation.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:
November 2020, Strategic Design in Organisations - In house Training, Department of Transport and Main Roads - Queensland, 6 participants, 2 sessions each 2 hours

November 2020, Strategic Role in Organisations, SDN Academy online course, 10 participants, 2 sessions each 2 hours: https://www.sdn-academy.org/course-2020-11-10-sd-orga

August 2020, Strategic Role in Organisations, SDN Academy online course, 7 participants, 2 sessions each 2 hours: https://www.sdn-academy.org/course-2020-08-05-sd-organisation-m

April 2020, The Role of Service Design in Organisations, SDN Academy online course, 7 participants, 2 sessions each 2 hours: https://www.sdn-academy.org/course-2020-04-15-sdorga-m

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

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

United States

I cover the following topics during my training offerings:

- History of service design
- Service dominant logic
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Business model development
- Leadership/management of service design projects
- Working with complex service systems
- Service design for cultural change

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:

Successfully Implementing Service Design Project by Dr. Tina Weisser is used as a framework example on how to get from service design alignment to implementation : https://www.service-design-network.org/community-knowledge/successfully-implementing-service-design-projects

Zappos Business Model and Organization Structure is used an example of how a start-up has successfully scaled without loosing their values and principles as well as keeping customer and employee experiences at the center of what they do: https://www.inc.com/inc-advisor/zappos-managing-people-uncommon-service.html

NYC Mayor's Office and FutureGov as examples of institutions that have design as a main driver for solving civic issues in government:
https://www1.nyc.gov/assets/servicedesign/
https://www.wearefuturegov.com/

Dabbawala Food Delivery Model is used as an example of non-technology driven solution that successfully delivers comfort food by leveraging mass transportation network and local culture: https://hbr.org/2012/11/mumbais-models-of-service-excellence

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

Service Ecosystem Mapping
Ideation
Workshop Planning
Affinity Mapping

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

Identify core elements of service design practice
Define key SD roles in different organisational settings
Assess organisational challenges when transitioning from operational models to human-centric models
Craft an initial plan on how to operationalise service design in your organisation
Feel empowered to act as cultural change agent via service design approach

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:

Live class quick assessments (quiz and Q&A)

Post-survey Assessment

Ask to keep me informed about how they used the framework provided during the training

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

Added a public sector setting as part of service design roles in that organisational setting

Added in-depth slides that explain what service design can bring to the organisation and the main principles of doing strategic design work

Added more real life examples throughout the presentation to help participants relate and make it actionable

Added a paired exercise to promote networking during the training

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 National Conference
- SDN Atlanta Chapter

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

Planning, creating content and hosting events at the SDN Atlanta Chapter

I have participated as a speaker in the following events:

Oct 2020, SDGC, Co-facilitator, Workshop: Experience Tapestry: https://www.servicedesignglobalconference.com/website/1326/

Sept 2020, SDN Floripa event, Panel with Brazilian Service Designers: https://www.youtube.com/watch?v=QATUgcWCFBU&list=PLB5QDcInfEPxCa6iAV2aqooQ9mASSbYCj&index=2&t=1558s

Aug 2020, Atlanta Global Jam, Panel - The role of SD in Organizations: https://www.youtube.com/watch?v=-7YfAQwtwyM&list=PLB5QDcInfEPxCa6iAV2aqooQ9mASSbYCj&index=15&t=1s

April 2020, Fusion Conference UX Edition, The role of SD in Organizations: https://medium.com/@carolmassa/a-recap-on-the-talk-the-role-of-service-design-in-organizations-at-fusionconf-ux-edition-2a1112eaea80

May 2020, SDNAcademy Corona Initiative, The role of SD in Organizations: https://www.youtube.com/watch?v=_UFCfv1Sfxs&list=PLB5QDcInfEPxCa6iAV2aqooQ9mASSbYCj&index=1

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

SDN Portugal, Lusofonia, Carol Massa: https://medium.com/lusofonia/carol-massa-uma-designer-luso-brasileira-compartilha-suas-li%C3%A7%C3%B5es-sobre-designer-de-servi%C3%A7os-40c752c488b3

In my company I have published articles talking about our practice, here are a few links:

https://www.thisisharmonic.com/irl/2019/3/14/the-power-of-design-translation-visual-communication
https://www.thisisharmonic.com/irl/designing-for-sustainability
https://www.thisisharmonic.com/irl/asynchronous-synchronous-communication
https://www.thisisharmonic.com/irl/circular-design-in-method

My latest articles can be viewed under my Medium account: https://medium.com/@carolmassa

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