

Self-assessment by Andy McDonald

SUBMITTED ON 18 NOV 2021



A summary about me:

Andy leads Service Design projects, gathers requirements, and mentors design consultants. Andy employs relevant research methods and uses findings to inform design strategy. Andy leads the creation of innovative and simplified services, processes, products and user interfaces. His impactful work makes lives better, while achieving business goals.

Service Design Competencies: Design Management, Design Leadership, Human-Centered Design, Design Thinking, Business Knowledge, Technology Knowledge, Emotional Intelligence, Design Research, User Experience Design, Information Architecture, Process Design, Interaction Design, Prototyping, Web Design, Analysis, Design Critique (Giving and Receiving Feedback), Project Management, Strategic Thinking, Systemic Thinking, Change Management, Facilitation, Influence, Questioning/Interviewing, Relationship Building, Objectivity, Self-Confidence.

I currently work as a/at:

Lead Service Designer/Associate Design Director at frog Philadelphia <https://www.frogdesign.com/>

My LinkedIn profile:

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

My social media channels:

<https://twitter.com/andymcdonald>

My educational background:

- The University of the Arts – BFA with Honors, Graphic Design, Spring 2004
- Harvard Manage Mentor – Connected Manager Training, Fall 2020
- Designing Leadership, Executive Development for the Arts, Culture, and Creative Sectors, Fall 2017

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

Mapping experiences is critical to solving complex issues within organizations

- There is a need for clarity and simplicity in the way current and future states of a service are depicted
- Levels of "altitude" matter, i.e. understanding how far in to zoom in maps
- Sometimes working to solve complex problems and create change for the better across different internal teams is better than focusing on the end customer, i.e. depicting backstage needs is often more important than focusing on front-stage and customer facing interactions
- Ensuring you have the right levels and representation from the client organization involved in workshops, working sessions, and for co-



creation is critical to success

- We need to recognize that maps quickly become outdated and a need for living documentation is on the horizon, otherwise we need to make it clear that the map is a tool for the moment and has a quick shelf life

The industry is moving beyond digital transformation and into smart living systems

- Most of the projects I've been on over the past ten years revolved around digital transformation and helping clients identify and fix issues in experiences
- Data-driven processing with design are trends on the rise
- There will not be many paper-based processes left to digitize in the near future
- Business representatives have been hesitant to invest in artificial intelligence, but are starting to see practical use cases to invest in
- There is a strong need for human-centered automation and ethical choices when balancing corporate, employee, and service user goals

Often times a bespoke model or depiction is needed to tell a story

- A traditional blueprint or journey map might not be enough to tell the story and engage the business.
- Historically, our work has been more strategic in nature and involved breaking down silos across our client organizations
- We do this by visually telling the story of problems or opportunities within a client's business

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

Introduced me to the term Service Design. A client and I were really impressed by this book and used it as a guide for an intranet project for a large insurance and investment management corporation.

The Service Startup

Provides details on the minimum valuable service approach (MVS) vs. what is outlined in the 'The Lean Startup' by Eric Ries for a minimum viable product (MVP.) I really like the description of products being 'Service Avatars', and I think this really holds true for digital products.

Universal Methods of Design

A good index of service design methods and I used it recently for the frog mentorship program. "This is Service Design Methods" is another great example of a methods handbook.

Good Services

Recommended to designers if they aren't sure what Service Design is. Contains a great set of guiding principles and chapters dedicated to each one.

Thinking in Systems

A great overview of complex systems, and dives deep into how stocks flow through systems, feedback loops, interconnected relationships, and how behaviors can affect and are affected by complex systems.

<https://servicedesigntools.org/>

I recommended this site recently to colleagues who were dealing with a complex project involving many teams and moving parts. It tends to be a go-to resource when scoping new initiatives.

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy



I have particular experience in the following service sectors:

Consumer Packaged Goods (CPG), Health & Wellness, Life Sciences, Financial Services, Telecommunications, Nonprofits

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

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These are the service design projects I have successfully delivered:

Helping Scientists Remove Harmful Ingredients while Fostering Product Innovation

May 2014 - Dec 2018

A Global Pharmaceutical and CPG Manufacturing Company

Our client was unsure of why it was taking so long to reformulate. We investigated bottlenecks and designed a process and system to bring products to market faster. We empowered scientists to experiment and innovate freely. They can retrieve information on existing products, view formula statuses, and promote to commercialization.

Bringing Together a Holistic View of the Customer Experience Across Six Unique Journeys

Sep 2019 - Dec 2019

An American Telecommunications Conglomerate

Understanding how streaming media affected behavior was the client need. We created base journey maps from six years of reports. And used first hand research to create a new map containing needs over a customer's entire lifecycle. The map helps teams see the holistic experience and make decisions for improvement.

Increasing Efficiency and Accuracy, while Reducing Workloads across Non-Profit Marketing and Finance Teams

Jul 2021 - Nov 2021

A Global Non-profit to Improve the Well-Being of Children

A human-centered design was process to identify needs in donor management. We interviewed representatives from Marketing, Finance, and Development. We created stakeholder maps, blueprints, and a vision of the future. We helped select the right vendors to meet their needs. Donor information will now flow freely between departments.

Connecting Human Resources and Internal Marketing Communications with Hard-to-Reach Non-Desk and Desk Workers

Apr - Oct 2019

A Global Transportation and Logistics Company

Design in high complexity for reaching unreachable audiences. We structured workshops and worksheets to help guide activities and captured the optimal state for communications. We exposed information and channel preferences to help reach Warehouse Workers, Truck Drivers, and others in ways they never could before.

Digital Platform Strategy and Design for Global Research & Development Operations

Feb 2015 - Apr 2019

A Global Pharmaceutical and CPG Manufacturing Company

Our client needed to break down silos to share data and documents across teams. We created data visualizations depicting the current ecosystem. And facilitated workshops with leaders to refine the strategy. This reduced errors in version control and increased the speed to market for global R&D teams of 2,620 scientists.

Transforming Customer Service by Improving the Agent Experience

May 2012 - Mar 2015

An American Telecommunications Conglomerate

Customers were frustrated with poor experiences with call center agents. We conducted research with agents across sales, billing, repair/troubleshooting, and retention. And created maps to identify the right toolkit and call flow, along with technology roadmaps. Agents are now secure and empowered to view diagnostics, issue tickets, and search content.



Mar 2018 - Aug 2018

Following a separation from their parent company, an audit revealed redundancies in technology. Our co-creation sessions dove into the daily details of R&D work. Our roadmap depicted insights while showing associated dependencies. The client invested in a more efficient future and decreased cycle times. A consistent toolset enhanced business units.

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- SDN Chapter Activity

Attending events hosted by NYC, DC, and San Francisco.

- October 12, 2021
- Introducing frog PHL (created and planned the event, spoke about Service Design at frog)
- <https://teams.microsoft.com/l/meetup->

join/19%3ameeting_ZjA5NDhiZmItZGEwZi00MzM5LWI0MTgtZmVhMTRlY2JmZDdm%40thread.v2/0?
context=%7b%22tid%22%3a%220718bda8-c8f8-478e-9170-42e00d108870%22%2c%22oid%22%3a%226d7ea1ab-d97b-4990-b2b2-
cf03579b271e%22%2c%22isBroadcastMeeting%22%3atrue%7d&btype=a&role=a

Recap Link: <https://www.bizjournals.com/philadelphia/news/2013/10/22/hacking-leads-to-cancer-care.html>

Personal Blog:

<https://andymcdonald.com/blog/design-systems-101/>

<https://andymcdonald.com/blog/design-one-step-ahead/>

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