Self-assessment by
Nataliia Panchenko

A summary about me:

I am Nataliia Panchenko, a Service Designer with over 4 years of experience in leading projects through design thinking methodologies. I specialize in customer experience enhancement, focusing on driving customer-centric strategies within large-scale organizations (banks, e-commerce). My expertise lies in facilitating cross-functional teams and managing projects with both traditional and agile methodologies. As a proactive and energetic leader, I thrive on turning complex challenges into actionable insights that deliver tangible business outcomes.

I currently work as a/at:

Team Lead Service Design at AG AUTODOC, Berlin, Germany. Company Website: https://autodoc.group/de/about-us

My LinkedIn profile:

https://www.linkedin.com/in/nataliia-panchenko-210052155/

My social media channels:

I actively incorporate my service design expertise primarily focusing on LinkedIn for professional networking and sharing industry insights.

My educational background:

1. Master of Banking from Kyiv National University of Economy, GPA 1.34 (1999-2004)
2. Service Design Certificates:
- February 2020: Service Design Boot Camp, CX Design (Service Design Network)
- March 2021: Service Design Practicum (Online), IDEASFIRST
- February 2021: Service Design Fundamentals (Online), 4SERVICE
- April, 2022: Structuring insights for Action, Managing stakeholders and setting boundaries, Segmenting customers for better outcomes (online), MadeFor
- January-April, 2024: Service design Leadership Lab, SDN
3. Real practice by projects done.

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

The following theories are the key components of my approach to service design:
- Service design itself: central to my approach and helps to address the need for experience flow between the business itself as well as the end users.
- Service Blueprinting (SBP): gives clear alignment between front-end services and back-end processes, driving efficiency and consistency in service delivery, as well understanding gaps in customer experience and opportunities.

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- Value proposition - vital tool for me to help business and/or business ecosystem to understand what value it should deliver according to customer segments, based on their needs.

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

These are the most relevant resources I base my work on and I recommend them:

1. Books: "Design thinking" by M.Levrick: a foundational text that has guided many of my projects

"Value proposition design" by A.Osterwalder: practical tools and methods that I regularly use in my work for creating or updating services, products and reviewing our customer segments.

"Sprint" by J.Knapp: for building collaborative, solving and testing habits.

Online subscription for books from O*reilly.

2. Case studies: Service Design Network (SDN) case studies, articles on Medium and Linkedin from M,Stickdorn, A.S.Lawrence, S.Doody, V.Friedman, D.Pereira, J.Ramirez, A.Santee etc.

3. Lessons learned and webinars from Koos Agency NL, Lanca Agency Ukraine.

4. Communities in Telegramm: UX digest, inhouse SD (ukr), R9 Research, Apollo, epam.

5. Different providers when building services or products in this area. Last report and example was from DHL customer delivery behavior research)) for project delivery speed.

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 training

I have particular experience in the following service sectors:

I have 4+ years of working experience in service design, particular in:

- e-commerce (reinventing customer flows, adding new services and projects, segmenting customers for better execution of value propositions)
- and banking and financial services (new products, new flows, additionally new tools).

My experience includes a broad range of service design projects and training initiatives (established and had 2 set of graduation in Service design school at USB BNPParibas Group).

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:

New products/services:

1. Value preposition for Virtual credit card for Bank FUIB. Duration: Oct 2021 -Jan 2022. Outcome: created a simple and understandable mobile tool - credit card for paying daily expenses on favorable terms with its management in app. Impact: Increased number of customers from open market to new mobile application incl. new segment of customers - digital and cashless, with additional revenue generation. https://www.pumb.ua/credit/can-all-online

2. Value proposition for Small non guaranteed loans for Bank FUIB. Duration: Nov 2021 - Feb 2022. Outcome: improved value proposition for small credits without guarantee for different customer segments on favorable terms. Impact: Increased number of customers from open market to the product proposition incl. new segment of customers - phygital. with additional revenue generation.

3. CX vision for Garage Locator for AG AUTODOC site, uniting B2C and B2B services. Duration: Jun-Aug 2024. Completed, with MDVP in the realization phase. Outcome: Created new service and value proposition for IIFM/DIFM segments. Impact: Increased customer acquisition, both B2C, B2B, loyalty and additional revenue generation. A/B testing https://www.autodoc.de/

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4. PUDO Delivery Method for AG AUTODOC. Duration: Dec 2023 - Mar 2024. Outcome: Developed new delivery options, incl UX/UI, based on market research and customer expectations and business needs. Impact - more payed carts and revenue, customer retention and satisfaction for delivery experience through flexible options and delivery costs decreasing. https://www.autodoc.fi/. Success carts PUDO: 60,35% *comparing to Home delivery 20,9%.

Improvements/new life of product/service:
5. Ideal WEB Flow Basket for AG AUTODOC. Duration: Aug 2023 - Jan 2024. Outcome: Created an optimized, user-friendly payment flow, including UX/UI, leading to a decrease in cart abandonment. Impact: Increased conversion rates and customer satisfaction, decrease cart abandonment. https://www.autodoc.de/

6. Omnichannel experience for buying credit cards and small loans. Duration: Aug 2023 - Jan 2024. Outcome: eliminated barriers and highlighted drivers which help customers to get credit product in mobile app. Impact: Increased cross-selling amount for high margin products, credit cards, cash loans in mobile app and in branches, leading to revenue growing. https://www.pumb.ua/credit/can-all-online

Revenue projects:
7. Segmentation: customer and user Knowledge for AUTODOC. 1 stage: Apr-Jun 2023, outcome: identified main customer segments. impact: digital marketing and branding strategy opportunities and actions identified. 2 stage: Oct 2023 -Jan 2024. Outcome: customer portraits and value propositions for French customers identified. Impact: market growth opportunities and growing target audience. 3 stage: March-June 2024. Outcome: customer portraits and value propositions for Italian customers identified. Impact: market growth opportunities and growing target audience.Next stages: Germany, Spain and market.

8. Marketplace for AUTODOC SE. MVP soft launch in November 2024 France. Topic: Created a CX vision for MVP and customer flow within the new Marketplace interaction experience based on business need, its feasibility and user expectations. Outcome: increased conversion rates through CX-centered JM, web, and app enhancements. Impact: Improved customer experience, leading to higher NPS and CES scores. https://www.auto-doc.fr/
9. Customer segments acquisition tools for AG AUTODOC: TAXI drivers. Duration: Dec 2023-June 2024. Outcome: Increased incremental orders by 48k in 2024. Impact: revenue and decreased CPS, in testing.
Additionally.
10. Service design School at UKRSIBBANK Ukraine (Bnp paribas group). *https://ukrsibbank.com/news-post/ukrsibbank-organizuvav-vlasnu-shkolu-servis-dizajnu-dlya-spivrobitnikiv/
https://www.facebook.com/ukrsibbank/posts/pfbid02pbtsDT89rZy2FcCBTnHhr2hpPddi25ZBdpRcFtFpcEk6zB6i7diULM8FmR28gdyQl

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:
My philosophy as a trainer is around practical, hands-on learning that equips participants with not only the theoretical foundation of service design but also the ability to apply it in real-world scenarios. In my sessions, I give understanding the full scope of service design—from framing problems to testing solutions—and encourage participants to think divergently before converging on effective solutions. I believe that every learner should leave with a verified set of SD tools they can confidently use in their own projects (it was banking in my case). The ultimate goal is for participants to understand the critical role SD plays and to develop a strong desire to incorporate it into their projects and workflows.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:
- 04-07-2024, 4+ hours, Testing business ideas (when, how, why). In house project AUTODOC. Participants 80+ offline and 50+ online. https://drive.google.com/file/d/1-kGi-tIMdS-GUY1RcJSFNCThi-zJ_VSr/view?usp=drivesdk
- 10-10-2023, 2.5 hours, how we do service design in real, all hands meeting at AUTODOC, 50+ participants offline and 40+ online. showcase first results with product team by giving tools and aligning with product development.

- 27-09-23, 2+ hours, How service design and product management could benefit from each other, inhouse, basket product team AUTODOC, 15 online. working with product team understanding of DT tools and questions to answer before going to service design.
- 2021 and 2020 years - 2 ways of Service design school, duration of each 3 month, 15-18 participants each. inhouse project Ukrsibbank BNPPARIBAS https://ukrsibbank.com/news-post/ukrsibbank-organizuvav-vlasnu-shkolu-servis-dizajnu-dlya-spivrobitnikiv/

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

I primarily provide training in English, but I also can do sessions in Ukrainian.

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

I provide trainings sessions online and in-person when possible.

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
- Service dominant logic
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Leadership/management of service design projects
- Building in-house service design capabilities
- Change management

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:

1. how non standard decisions could be - Here campaign baloon https://www.youtube.com/watch?v=ccM8RLLKasw
2. general understanding of CJM and example in railways - https://internationalservicedesigninstitute.com/the-story-of-the-journey-map-the-most-used-service-esign/
3. bears and non standard solutions - http://dtinblack.github.io/creative-solutions/
4. example of ideation, proto and testing - Macdonalds example https://www.youtube.com/watch?v=i8C_de8EZY0
5. what is service design - use a lot from medium https://medium.com/@shahrsays/so-what-actually-is-service-design-e0ed602b77a9 and from Marc Fontajn https://www.youtube.com/watch?v=HNOY8GLVy_8&t=6s
6. testing business ideas https://www.youtube.com/watch?v=ccE7QZbnnJ8
7. testing business ideas https://www.youtube.com/watch?v=k41PGQbLQtY

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

- I like to start from participants experience and use Customer Journey Mapping - to visualise gaps, steps and relevance.
- Interviewing stakeholders to understand perspective and outcomes.
- Insights and problem framing to show business and customer perspective.
- interviewing customers and autoethnography of the service (to feel "shoes" of customer)
- Ideation and prototyping - using low-fidelity prototypes to visualize solutions and test hypotheses.

- Co-creation workshops - to engage stakeholders and team to make product and service better.

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

Identify and frame a design problem, Conduct user research and derive insights, Facilitate co-creation workshops, Prioritize ideas and solutions, Prototype and test service solutions, Lead service design projects within their organization

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:

For short activities I use ROTI measurement (return of time investment) to check if the activity is useful. For sessions and workshops I implemented regular NPS questionarrie.

for global projects, like service design school, i had ROTI for each session and NPS for each block (3 sessions). Additionally conducted self assessment of competencies in the beginning and in the end of the school, general test for learned tools and basics, as well as read and presented book for service design and project done during learning in the service design school.

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

I continuously improve my training based on participant feedback. For example, after receiving feedback on time management in last offline workshop (at the moment), I restructured the session on the flow to allow more time for hands-on prototyping. This resulted in increased engagement and better outcomes during the final presentation.

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 Academy Course
- SDN Chapter Activity
- Chapter

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

I support pears with mentoring in their projects, share knowledge my sessions in the linkedin community, I also engage with international communities, sharing the unique perspectives and challenges of service design in Ukraine - like service design jam (Berlin). This allows me to bridge gaps between local and global perspective. Also i registered to be mentor at service design jam in Kyiv Febr 2025 and was invited to be a member of jury for CX excellence 25 Ukraine

I have participated as a speaker in the following events:

I actively support the service design community by participating in workshops (leadership program), events (conferences SDN and webinars by Luma, local Ukrainian Apollo), and discussions (Lunch and learn by Koos). While I haven't spoken at events yet, I look forward to sharing my experience (invited recently to be part of mentoring to SDJ Kyiv and Jury for CX excellence award 2025 Kyiv.

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

While I haven't published any books or articles on service design yet, i am actively sharing my insights and experiences online. Everything is possible in the nearest future)

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