

## Self-assessment by Iryna Kysil

SUBMITTED ON 17 DEC 2024



### A summary about me:

Iryna is a Service Designer and Customer Researcher specializing in crafting seamless, end-to-end customer experiences. With expertise in qualitative research, she uncovers deep customer insights to inform solutions like journey maps, personas, and service blueprints. An accomplished project manager, Iryna has led large-scale, cross-functional design challenges, delivering innovative solutions with maximum value. Known for her human-centric approach, she excels at scaling service design practices in large organizations and mentoring non-design teams in design thinking.

### I currently work as a/at:

Currently I'm a contractor with Intuit, <https://www.intuit.com/>

### My LinkedIn profile:

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

### My social media channels:

N/A

### My educational background:

Master's degree in Sociology

Service Design complete course, online institute Projector (Kyiv, Ukraine), 2018

Service Design Curriculum program, SDN, 2022

MasterClass Series, SDN, 2024

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

The Double Diamond framework is at the core of my practice. To dive deeper, I'm a strong advocate of Jobs to be Done (JTBD) and Motivation theories. These approaches help uncover the underlying drivers of people's actions and identify opportunities to innovate and solve problems in new ways, rather than simply improving existing solutions.

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

Currently, my top books are Service Organization (Kate Tarling), Orchestrating Experiences (Chris Risdon, Patrick Quattlebaum), Think like a UX Researcher (David Travis and Philip Hodgson). Thinking in Systems (Donella Meadows), This is ServiceDesign Doing. Resources: SDN website and Touchpoint, Service Design Show; SD Bookclub; LinkedIn updates from service designers. Koos agency LinkedIn newsfeed is





interesting to follow as well.

I have X years of working experience in service design:

7

My working experience in service design includes involvement in:

- Service design projects
- Service design training

I have particular experience in the following service sectors:

Finance, Banking, Financial Technology

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

7

These are the service design projects I have successfully delivered:

1. Call Center Transformation

Duration: 2018

Organization: First Ukrainian International Bank (FUIB), Ukraine

Topic: Decreasing staff turnover and recruiting costs.

Outcome: Solutions halved operator turnover and doubled the number of employees staying over a year.

Impact: Significant cost savings and improved workforce stability.

2. Retail Product Distribution Redesign

Duration: 2020

Organization: First Ukrainian International Bank (FUIB), Ukraine

Topic: Re-designing the retail product distribution process for mass clients.

Outcome: Reduced process time by 50% and minimized client-bank interactions to one contact.

Impact: Streamlined operations and enhanced customer experience.

3. TurboTax Customer Experience Enhancements

Duration: 2023

Organization: Intuit, USA

Topic: Crafting customer journey maps and aligning across products.

Outcome: E2E Customer Journey Map

Impact: Enhanced service delivery and cross-product consistency.

4. Need-Based Profiles Service Concept

Duration: 2021

Organization: FUIB (Ukraine), collaboration with Koos agency

Topic: Developing a new retail service concept using need-based profiles.

Outcome: Delivered a tested, innovative service concept tailored to retail clients.

Impact: Strengthened customer-centric offerings for retail clients.

5. Complaint Process Redesign

Duration: 2022

Organization: PrivatBank, Ukraine

Topic: Redesigning customer complaint handling processes.





Outcome: Identified gaps, conducted in-depth research, and implemented improvements to relaunch the process.

Impact: Enhanced complaint resolution efficiency and customer satisfaction.

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

1

**My philosophy as a trainer is:**

Based on my experience training participants with no prior background, I believe the most effective approach is learning by doing. Guiding them through a simple study project within a three-day sprint, complemented by relevant theoretical insights, makes the learning process more tangible, engaging, and valuable.

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

2021

In-House Service Design Training for non-designers

First Ukrainian International Bank (FUIB), Ukraine

Designed and facilitated service design coaching and mentoring programs for over 80 colleagues at First Ukrainian International Bank (FUIB), equipping business teams with service design tools and methodologies.

Mentoring Support: Provided ongoing mentorship to business teams, supporting their adoption of service design approaches for addressing organizational challenges.

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

Ukrainian. English.

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

The experience that I've had was in Ukraine.

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

- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- User research/deep customer insights
- Visualisation techniques
- Prototyping of services

**My training participants typically have the following level of experience:**

- Novice (new to service design)

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

Double Diamond, Generative Research basics, CJM, Persona, Ideation techniques, Prototyping, Prototype testing, Prioritization for Implementation

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

Understand the service design process to ensure buy-in in projects.

Participate with more value and input in projects led by service designers.

Get high-level customer insights about their experience and map them into a high-level customer journey.

**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:**





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- SDN Masterclass

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

Mentoring and Service Jams (Ukraine)

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