Self-assessment by
Oksana Hoshva

A summary about me:

I'm a strategic designer and innovation leader with nearly two decades of experience spanning Ukraine, Poland, Spain, and the USA. As the founder of DOT_DOT Innovation, I've pioneered design thinking methodologies in Ukraine, including introducing the first Google Ventures Design Sprint. As Senior Strategic Designer at BCG X in New York, and through consulting for global brands, I've focused on human-centered innovation and strategic design. I've co-designed services for Ukrainian entrepreneurs with the Ministry of Digital Transformation of Ukraine, mentored startups, and taught Innovation Management at Kyiv School of Economics.

I currently work as a/at:

DOT_DOT Innovation (as CEO/Founder and Strategic Designer)
https://dotdotinnovation.com

My LinkedIn profile:

https://www.linkedin.com/in/oksanahoshva/

My social media channels:

@hoshva

My educational background:

Formal Education: Executive MBA + Digital Marketing (2012-2014) - IE Business School, Madrid, Spain
Key Professional Certifications & Training:
Google Project Management Specialization (2024) - Coursera
BCG Virtual Experience Program (2022) - Strategic Design & Experience Design modules
Foundations of User Experience (UX) Design (2021) - Google/Coursera
Design Thinking for Business Innovation - Udacity
Design Kit: Prototyping - IDEO U
Design Kit: Facilitator's Guide - IDEO U
Insights for Innovation - IDEO U
Product Marketing (2024) - Projector
Mastering Business Models & Value Propositions (2017) - Strategyzer
Lean Enterprise: Corporate Innovation Certification - NovoEd
The Art & Craft of Designing & Facilitating Learning Spaces (2017) - KAOSPILOT

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

Double Diamond Design Process (Design Council) & Design Thinking (Stanford d.school/IDEO)
I structure projects using these complementary frameworks of divergent and convergent thinking, ensuring thorough problem exploration before solution development. These human-centered approaches have proven effective across my 50+ projects, combining creative problem-solving with systematic design methodology.

Design Sprint (Google Ventures)
As Ukraine's pioneer of Google Ventures Design Sprints, I apply this human-centered approach to rapidly prototype and test solutions. This methodology helps organizations move from problem identification to validated solutions efficiently.

This is Service Design Thinking & This is Service Design Doing
Having attended Service Design Days in Barcelona and applied these methodologies in practice, I integrate service design toolkits and principles to create holistic service experiences.

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 Doing" (Stickdorn, Hormess, Lawrence & Schneider)
* Essential hands-on guide for implementing service design in organizations
* "This is Service Design Thinking" (Stickdorn & Schneider)
* Foundational text that provides core principles and methods
* "Sprint" by Jake Knapp
* As the first to bring Design Sprints to Ukraine, this book has been instrumental in my facilitation approach
* Service Design Tools (servicedesigntools.org)
* Comprehensive repository I regularly use for method selection and adaptation
* Miro Templates and Resources
* Essential for remote and hybrid service design workshops, which I've mastered through extensive practice
* Stanford d.school Resources
* Core design thinking materials that complement my hands-on experience
* Design Council's Framework Library
* Double Diamond and other frameworks that structure my approach to projects
These resources provide both theoretical foundation and practical tools that I've successfully applied in projects ranging from startups to government services, including my work with BCG X and the Ministry of Digital Transformation of Ukraine.

I have X years of working experience in service design:
10

My working experience in service design includes involvement in:
● Service design projects
● Service design consultancy
● Service design training

I have particular experience in the following service sectors:
Financial Services, FMCG (Food and Drinks), Real Estate, Healthcare, Construction, Energy, Media, etc.

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:

Client: Ministry of Digital Transformation of Ukraine

Year: 2020

The Ministry turned to us for help in creating a platform strategy for supporting SMEs - Diya Business. The plans include the creation of a digital portal and physical consultation zones, it is necessary to study the pains of entrepreneurs and focus the efforts of the Ministry on the most pressing problems.

We organized a working group with representatives of the UNDP, the EBRD, and the National Institute for Strategic Studies, and studied the life cycle of entrepreneurs, their needs, and pains at each stage. The result of the joint work was the strategy for the development of SME support and the structure of the online portal.

https://business.diia.gov.ua/way

Client: DTEK Innovation (https://openinnovation.dtek.com/en/about-innovation-dtek/) Yasno (https://yasno.com.ua/))

Industry: ENERGY

Year: 2020

Project: Service Strategy Prototyping

HMW: How might we create value for existing customers of YASNO with non-energy digital services?

ASNO is a brand under which a holding company D.Solutions retails energy products in Ukraine. It is part of the DTEK Group that supplies electricity and gas and offers solutions on energy efficiency, electric mobility, and other services to private and corporate clients. YASNO provides services to 3.5 million customers in Kyiv, Dnipro, Donetsk, and other regions of Ukraine. Energy retail margins are already very low (1-2%) so the client (through DTEK Innovation) is searching for alternative revenue sources and ways to monetize the existing customer base. The project team already has some ideas for services. However, these ideas don't organically come together under one concept, and they don't readily correspond to the perception of the company and the brand.

Project Goals&Outcomes

Help the client team structure their ideas and combine them into a single platform, which will yield both additional sources of income for the business and value for the customers.

- What is the best way to structure the existing ideas and form a roadmap for further hypothesis testing and strategy development?
- What can YASNO become for customers? Not an energy company, but what?

Client: Kovalska Industrial-Construction Group

Industry: REAL ESTATE

Year: 2021

Challenge

Active work was underway to change Kovalska as an umbrella brand. Previously, the main knowledge of the company was through Concrete from Kovalska. Now the profile is expanding and the image of Kovalska - the developer, which provides itself with its own raw materials and materials for construction, and also the operating company is highlighted. The company is becoming more innovative, and bold. Previously, the company built a fairly simple real estate, new facilities are being built at a different level, with a different approach. Therefore, the requirements for sales departments are different - to improve and modernize processes and customer experience. It is necessary to analyze current processes and identify opportunities for their improvement and customer experience of buying real estate.

We started with a workshop and defined a system map, and customer criteria for recruitment screening forms, and developed customer journey and questions for interviews.

After that, we got ready for the research stage: screening forms, research calendar, interview guide, questionnaire, service safari guide, desk research guide, etc.

After research, we hold another client workshop and defined personas, and detailed the journey and customer pains and needs. Then we finalized the workshop drafts and ended up with 4 personas for 2 key scenarios of buying a real estate: for leaving and for investment reasons. We suggested ideas using references from desk research. We also developed a pipeline of future projects for prototype building and testing as well as a backlog of quick-win possibilities. Besides this, we came up with a suggestion a service strategy should be developed to guide future actions.

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 approach to teaching service design combines rigorous methodology with practical, real-world application, shaped by my experience teaching Innovation Management at Kyiv School of Economics and facilitating numerous corporate training sessions.

Learning by Doing

I believe in immersive, hands-on experiences where participants work on real challenges
Theory is immediately followed by practical exercises, ensuring concepts are truly understood and internalized
Design sprints and workshops are structured to provide immediate application opportunities

Cross-Industry Insights

Drawing from my diverse experience (from startups to BCG X projects), I share relevant case studies across sectors
Help participants understand how service design principles adapt to different contexts
Use examples from both successful and failed projects to provide comprehensive learning

Empowerment Through Tools

Focus on equipping participants with practical tools they can immediately apply
Emphasize versatile methodologies that work in various organizational contexts
Provide templates and frameworks that participants can adapt to their specific needs

Building Community

Foster peer learning and knowledge sharing among participants
Create safe spaces for experimentation and failure as part of the learning process
Encourage ongoing collaboration beyond the training sessions
My ultimate goal is to help participants not just understand service design principles, but to confidently apply them in their organizations, creating meaningful impact through human-centered innovation.

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

March 2023
"Delivering Your Product/Defining the MVBP"
KSE & Martin Trust Center MIT Bootcamp for Ukrainian Startups
Duration: 4 hours
Participants: 50+ startup founders

2022-2023 Academic Year
Innovation Management Course
Kyiv School of Economics MBA Program
Duration: 30-50 hours
Participants: 25-30 MBA students per semester

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

Ukrainian, English

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

Kyiv, Ukraine (offline)

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
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Prototyping of services
- Business model development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are my favourite cases I use to inform participants about the impact and value of service design:

GOV.UK Digital Service Transformation

A pioneering example of government service design
Demonstrates how user-centered design can transform complex bureaucratic systems into intuitive digital services
Shows the value of design systems and consistent user experience across multiple touchpoints
Relevant to my work with the Ministry of Digital Transformation of Ukraine

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

User Interviews & Observations
Essential for gathering deep user insights and uncovering unmet needs
I emphasize practical interview techniques and observation frameworks

Journey Mapping & Service Blueprinting
Key for visualizing current experiences and identifying improvement opportunities
Helps participants understand service delivery from both user and provider perspectives

Stakeholder Mapping & System Mapping
Critical for understanding complex service ecosystems
Used extensively in my work with large organizations and government projects

Quick Prototyping Techniques
Using Miro for digital prototypes
Physical prototyping for space and interaction design

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

Understand & Apply Frameworks

Conduct effective user interviews and observations
Create comprehensive journey maps and service blueprints
Synthesize research findings into actionable insights
Create low-fidelity prototypes to test service concepts

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:

Practical Project Work
Peer Review Sessions
Reflection & Documentation

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

Balance of Theory and Practice
Industry-Specific Application
Ukraine-Specific Examples

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 Chapter Activity

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

Mentoring startups during Service Jams. I also hosted over 15 CiNO meet-ups and organized the first 'design thinking enthusiasts' informal meeting in Ukraine. I donated my library to Diia Business - centre that supports entrepreneurs (run by The Ministry of Digital Transformation).

I have participated as a speaker in the following events:

Service Jam. Presented Ideation stage.

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