Self-assessment by
Jennifer Lewis

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A summary about me:

I am Jennifer Lewis, a dedicated professional with extensive experience in Service Design, currently serving as the Manager of North American Technology Service Design at GM Financial. My career journey has been rooted in creating meaningful connections between systems, stakeholders, and customers. I specialize in strategically orchestrating processes and designing solutions that integrate user-centered methodologies with business goals. By focusing on innovation and collaboration, I ensure that services are not only efficient but also impactful, aligning seamlessly with customer expectations and organizational objectives.

I currently work as a/at:

Manager, North American Technology Service Design at GM Financial

My LinkedIn profile:

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

My educational background:

I hold a Master's degree in Organizational Performance and Workplace Learning from Boise State University, where I deepened my understanding of systems thinking, instructional design, and performance improvement. Additionally, I earned a Bachelor of Arts in Digital Media Technology from Columbia College Chicago, where I cultivated my expertise in digital design and storytelling. These academic experiences have equipped me with a strong foundation in human-centered design, strategic thinking, and the integration of technology into service design practices.

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

1. Systems Thinking: I approach service design with a holistic perspective, ensuring that every component—processes, technologies, and interactions—works cohesively to deliver value.

2. Human-Centered Design (HCD): Placing the user at the core of all design efforts, I leverage empathy-driven research and iterative design to ensure that services align with real-world needs.

3. Service Blueprinting: This methodology is central to my practice, enabling me to map and analyze service touchpoints and backstage processes to ensure seamless delivery.

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Each of these theories underscores my commitment to designing services that are not only functional but also impactful for stakeholders.

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

1. Good Services: How to Design Services That Work by Lou Downe – A practical guide to creating effective service experiences.

2. This is Service Design Doing by Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence, and Jakob Schneider – An essential resource for collaborative and practical service design methods.

3. The Field Guide to Human-Centered Design by IDEO – A toolkit for innovative and user-focused solutions.

4. Articles and resources from the Service Design Network (SDN) – For insights into industry trends and best practices.

I have X years of working experience in service design:

5

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training
- I specialize in designing end-to-end service ecosystems, applying systems thinking to align organizational goals with user needs, and fostering innovation in service delivery.

I have particular experience in the following service sectors:

Military Defense and Financial Services

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

5

These are the service design projects I have successfully delivered:

Project 1:

Duration: January 2022 – December 2022

Organization: GM Financial

Topic: Credit Decisioning Workflow Optimization

Outcome: Designed and implemented a streamlined process for credit analysts, reducing decision-making time by 30% through automated variance identification and reconciliation.

Impact: Enhanced efficiency, improved analyst confidence, and delivered a smoother experience for both customers and associates.

Project 2:

Duration: March 2021 – August 2021

Organization: GM Financial

Topic: Customer Journey Mapping for Vehicle Financing

Outcome: Conducted an end-to-end analysis of the customer journey to identify pain points and opportunities, leading to a redesigned process that improved application approval rates by 15%.

Impact: Improved customer satisfaction and increased dealer engagement.

Project 3:

Duration: June 2019 – May 2020

Organization: L3Harris Technologies

Topic: Military Logistics Service Optimization

Outcome: Developed a service blueprint that streamlined logistics workflows, reducing inefficiencies by 20% and improving operational readiness.

Impact: Enhanced service delivery for military operations and improved system usability for personnel.

Project 4:

Duration: October 2023 – Present (Ongoing)

Organization: GM Financial

Topic: Loan Origination System (LOS) Redesign

Outcome (Projected): Collaborating with stakeholders to redesign LOS, focusing on improving user experience, integrating intelligent assists, and optimizing workflows.

Impact (Projected): Expected to enhance associate productivity, streamline decision-making, and improve overall system efficiency.

Project 5:

Duration: February 2018 – December 2018

Organization: L3Harris Technologies

Topic: Service Design for Secure Communication Systems

Outcome: Conducted stakeholder workshops to identify user needs, resulting in the implementation of user-centric designs that improved system adoption by 40%.

Impact: Enhanced communication reliability and user satisfaction within critical operations.

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

5

My philosophy as a trainer is:

As a trainer, I prioritize creating a collaborative and engaging learning environment where participants feel empowered to explore, experiment, and apply service design principles. I believe in blending theory with hands-on practice, allowing learners to connect abstract concepts to real-world challenges. My approach focuses on co-creation, encouraging participants to share their insights and experiences to enrich discussions. By using clear frameworks, storytelling, and practical examples, I ensure complex ideas are accessible and relatable. Ultimately, my goal is to inspire confidence and equip participants with the tools they need to drive meaningful change within their teams and value steams.

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

1. Training Title: Journey Mapping Fundamentals

Date: June 2024

Duration: 2 hours

Client: GM Financial

Number of Participants: 20

Description: Introduced participants to journey mapping techniques, emphasizing practical methods from This is Service Design. Participants collaborated to map customer pain points and opportunities, gaining actionable insights.

2. Training Title: Service Blueprinting Workshop

Date: March 2024

Duration: Half-day

Client: Internal teams at GM Financial

Number of Participants: 25

Description: Leveraged frameworks from This is Service Design to guide participants in creating detailed service blueprints, connecting frontstage and backstage processes for a seamless service experience.

3. Training Title: Introduction to Design Thinking

Date: February 2024

Duration: Full-day workshop

Client: GM Financial Innovation Team

Number of Participants: 30

Description: Used concepts and tools from This is Service Design to teach participants the fundamentals of design thinking, from problem framing to prototyping, fostering innovative solutions.

4. Training Title: Service Design for Internal Processes

Date: September 2024

Duration: 3 hours

Client: Operations Department at GM Financial

Number of Participants: 15

Description: Applied methodologies from This is Service Design to help participants streamline internal workflows, optimize service delivery, and enhance associate experiences.

5. Training Title: Advanced Service Design Practices

Date: November 2024

Duration: Full-day session

Client: Leadership Team at GM Financial

Number of Participants: 12

Description: Focused on advanced tools and methods from This is Service Design to address complex service challenges, integrating journey mapping, blueprinting, and co-creation workshops.

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

English

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

United States, Dallas-Fort Worth, TX for GM Financial

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
- 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
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development
- 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. Credit Decisioning Workflow Optimization (GM Financial)
This case demonstrates the value of service design in streamlining complex workflows. By automating decision-making processes and reducing manual intervention, it highlights how service design can enhance efficiency and improve user experiences in financial services.

2. Customer Journey Mapping for Vehicle Financing (GM Financial)
This project underscores the importance of journey mapping in identifying user pain points and optimizing service delivery. The insights gained from this case emphasize how aligning customer needs with business objectives can improve satisfaction and operational outcomes.

3. Service Blueprinting for Military Logistics (L3Harris Technologies)
A key example of service design applied to non-commercial sectors, this case focuses on using service blueprints to streamline logistics and reduce inefficiencies in complex systems. It illustrates the adaptability of service design principles across diverse industries.

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4. Service Redesign for Secure Communication Systems (L3Harris Technologies)
This case highlights the power of co-creation and user-centric design to improve system adoption rates. It reinforces how engaging stakeholders in the design process leads to solutions that are both effective and widely accepted.

5. Loan Origination System (LOS) Redesign (GM Financial, Ongoing)
Though still in progress, this project exemplifies the iterative nature of service design. It focuses on integrating intelligent assists, streamlining workflows, and improving the overall user experience for associates managing loan applications.

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

1. Journey Mapping

Relevance: Helps participants visualize the end-to-end customer experience, identify pain points, and uncover opportunities for improvement. This tool is essential for creating user-centered services that align with customer needs.

2. Service Blueprinting

Relevance: Enables participants to map and analyze both frontstage and backstage elements of a service, ensuring seamless coordination across processes, technology, and people. This method is crucial for optimizing service delivery systems.

3. Empathy Mapping

Relevance: Guides participants in understanding user emotions, behaviors, and needs. This tool is valuable for ensuring that service solutions resonate deeply with target audiences.

4. Stakeholder Mapping

Relevance: Helps participants identify key stakeholders, their roles, and their relationships within the service ecosystem. This is critical for aligning perspectives and building collaborative solutions.

5. Prototyping and Testing

Relevance: Provides a framework for participants to quickly visualize and validate concepts, ensuring that designs are feasible, effective, and user-friendly before full implementation.

6. Affinity Diagramming

Relevance: A tool for organizing ideas and insights into logical clusters, helping participants prioritize and identify key themes in research or brainstorming sessions.

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

1. Create a customer journey map that identifies key pain points and opportunities for service improvement.

2. Design a service blueprint to map and align frontstage and backstage processes.

3. Analyze stakeholder relationships to identify opportunities for collaboration and alignment.

4. Develop empathy maps to deeply understand and address user needs.

5. Prototype and test service concepts to validate and refine design solutions.

6. Apply service design methodologies to solve real-world challenges within their organizations.

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:

1. Performance Assessments:
Participants are given real-world scenarios or tasks to apply the concepts learned during the session. This allows me to evaluate their ability to use service design tools like journey mapping or service blueprinting effectively.

2. Portfolio Submission:
After the training, participants are encouraged to create a portfolio piece, such as a journey map or service blueprint, based on a case study or their own work environment. This provides a tangible demonstration of their skills.

3. Post-Training Surveys:
Feedback forms are distributed at the end of the session to assess knowledge retention and confidence in applying the concepts. These surveys help identify areas where additional clarification may be needed.

4. Peer Reviews:
Participants collaborate and review each other's outputs during the session, ensuring peer learning while providing insights into their understanding of the material.

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

1. Interactive Exercises:
Feedback: Participants requested more hands-on activities to practice tools.
Improvement: Introduced case study-based group exercises, allowing participants to immediately apply methods like empathy mapping and service blueprinting.

2. Session Pacing:

Feedback: Some participants felt the sessions moved too quickly through complex topics.

Improvement: Adjusted the pacing by breaking sessions into smaller modules with frequent check-ins to ensure all participants grasp the concepts before moving forward.

3. Toolkits and Templates:

Feedback: Participants requested reusable resources to support application post-training.

Improvement: Developed a set of customizable templates for journey mapping, stakeholder mapping, and service blueprints, distributed to all participants.

4. Real-World Case Studies:

Feedback: Participants expressed interest in seeing more practical, real-world examples.

Improvement: Incorporated detailed case studies from GM Financial and L3Harris Technologies, highlighting the impact and application of service design tools.

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 Masterclass

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

Dallas SDN Network Chapter

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