# Self-assessment by
# Kristina Hentze

SUBMITTED ON 09 DEC 2024

## A summary about me:

I'm a Senior Service & UX Designer with a background in packaging development. My diverse experience spans telecommunications, energy, HR processes, and finance. I specialize in strategy and vision creation, process optimization, service design, workshop facilitation, and UX research. Combining analytical thinking with creative problem-solving, I develop innovative, user-centric solutions that drive organizational impact. My expertise enables me to align business goals with customer needs, ensuring sustainable and effective outcomes for complex challenges.

## I currently work as a/at:

Senior Service & UX Designer

## My LinkedIn profile:

https://www.linkedin.com/in/kristina-hentze-53a922119/

## My educational background:

Packaging Technology Engineer (Bachelor) - Hochschule für Technik, Wirtschaft und Kultur Leipzig
Service Design Practitioner - Service Design Network
Human Centered Systems Thinking - IDEO U
Service Design Masterclasses Series - Service Design Network

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

1. Enabling Change through Communication and Empathy
2. Collaboration for Sustainable Solutions
3. Systems Thinking for Contextual Design

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

Service Design Thinking & Doing,
Touchpoint articles & community talks

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

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SERVICE DESIGN NETWORK

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, Education, HR Processes, Telecommunications, Chemical Distribution, Packaging

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:

Improving Onboarding Experience (2023/2024)
Duration: 12 months
Organisation: denkwerk GmbH for internal implementation
Topic: Designed a comprehensive and user-centric onboarding process for new hires in a large agency. The program spanned six months and included structured training sessions, gamified learning methods, and initiatives to foster interdisciplinary collaboration. Additionally, it provided an in-depth introduction to the agency's culture, values, and processes.
Outcome: A revamped onboarding experience that ensured seamless integration of new employees while equipping them with essential knowledge and skills.
Impact: Enhanced team cohesion, streamlined the onboarding journey, and promoted cultural alignment within the organisation.

Kick-Off Optimization (2024)
Duration: 3 months
Organisation: denkwerk GmbH for internal process improvement
Topic: Conducted an analysis of the existing kick-off process, covering phases from project initiation to delivery. The study included a detailed review of proposal preparation, budget estimations, and team workflows. A new framework was designed and tested to improve alignment and efficiency.
Outcome: A refined kick-off process that optimised project planning, improved budget accuracy, and facilitated more effective ways of working across teams.
Impact: Increased predictability in budget management and enhanced collaboration practices, leading to more efficient project execution.

Internal Process Optimization (2023)
Duration: 6 months
Organisation: denkwerk GmbH for a major German bank
Topic: Conducted extensive research and analysis of existing workflows and tools to identify inefficiencies in internal processes. Designed a dashboard solution to improve process visibility and integration, and linked it to additional tools to create a cohesive system. Collaboration with other departments is ongoing to ensure broader implementation.
Outcome: Development and testing of a tailored dashboard system that enhances process transparency and interdepartmental collaboration.
Impact: Positive reception from stakeholders, with ongoing alignment efforts to ensure adoption and scalability within the bank's operations.

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

1

My philosophy as a trainer is:

As a trainer, my goal is to enable participants to develop their own skills and confidence through hands-on experimentation. I believe the best way to learn service design is by doing it—whether it's mapping customer journeys, ideating solutions, or testing prototypes. By creating a safe and interactive environment, I encourage participants to step out of their comfort zones and actively engage with the material.

Meeting people where they are is a cornerstone of my approach. I tailor my sessions to the participants' existing knowledge and experience, ensuring that each person can follow along and build on their strengths. Clear and simple explanations, often using metaphors and relatable examples, make complex concepts more accessible and memorable.

One unique aspect of my training style is the use of theatrical methods for prototyping. Acting out service scenarios allows participants to quickly test ideas, visualize user interactions, and uncover challenges that might not be apparent on paper. This approach not only fosters creativity but also creates a dynamic and enjoyable learning experience.

Ultimately, my training sessions are about empowerment. I aim to give participants the tools and confidence to apply service design principles in their own work, helping them create meaningful, user-centered solutions.

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

- Service Design Basic Training (in our organization) 2023 - 13 times a 2 days a 9-12 participants
- Vision and Collaboration Workshop (with a chemical distribution company) 2023- 3 times with different parts of the company

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

German, sometimes english

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

Germany

## 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
- Service dominant logic
- User research/deep customer insights
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)

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

- Novice (new to service design)

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

1. https://www.service-design-network.org/headlines/bridgeable-redefining-the-telus-renewals-experience (Telecommunication example which is good to understand for employees in our digital agency)
2.

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

Research - Interviews,
Visualization - P.O.I.N.T., Journey Map, Stakeholder Map, Key Insights
Ideation - Brainwriting, Trigger Cards, 6:3:5
Prototyping - Investigative Rehearsal, Desktop Walkthrough
Testing & Iteration - User Testing with Prototyping

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

- understand service design as a discipline and the value for the client/customer

- learning new tools

- Co-creating with other disciplines

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:

Presentation in front of the group and CEO

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

- Too long --> we cut out a bit of theory and implemented a pause

- there are nice ideas, but they end in nowhere --> we provide now the opportunity to implement the idea in a mentoring sprint format

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

• SDN Academy Course

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

An article in the Touchpoint magazine

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

First Love - Challenges and learnings during interdisciplinary collaboration
26 AUGUST 2024

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