

Self-assessment by Nicci Williamson

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A summary about me:

I'm a design professional from Cambridge, UK. My background and education was originally in Graphic design. In 2016 I transitioned to focus more on digital, initially with a coding course at Udacity and then through self learning in the UX field. With the support of mentors I moved into a UX design role at Cambridge Consultants where I worked for 3 years on a range of projects including redesigning the employee experience for new starters in the organisation this included co-creation of journey maps, ideation workshops and creating my first blueprints for the team. I spoke at Service Design in Business (London) Conference and UX Cambridge with reflections on this project. I moved to Arm to take a user research role initially focused on Employee Experience and then moved to work on customer facing projects for Engineers. My focus was on making Arm easier to do business with and was part of a large service redesign spanning an experience across multiple products and teams.

I currently work as a/at:

My previous roles were with Arm, Cambridge <https://www.arm.com/>
and Cambridge Consultants: <https://www.cambridgeconsultants.com/>

My LinkedIn profile:

www.linkedin.com/in/nicci-williamson

My educational background:

I have a diploma in foundation studies Art and Design specialising in Graphic design.
I have studied UX design and research with the Interaction Design Foundation over several years.
Human centred design certificate from IDEO in 2017.
Certificates from Cambridge University ICE in Introduction to Psychology & Neuropsychology 2024
Certificate from University of Colorado, Boulder in Cognitive Science 2024

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

- Service design is a mindset. It requires us to think across multiple dimensions: time, space and medium. Its not about any individual (person or product) but about all the intents, interactions and the spaces between them.
- Outcomes over outputs: Its not about rolling out templates and stickies, its about focusing on user needs and business value to create real impact.
- Service design is an orchestration of front and backstage activity to create results.

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



<https://www.amazon.co.uk/Service-Design-Business-Optimizing-Experience/dp/1118988922> - A quick read overview and introduction. I was given this book when I spoke at 'service design in business' in london in 2017 after my first internal service design project.

<https://www.thisisservicedesigndoing.com/> - Toolbox of methods and case studies

<https://www.slideshare.net/slideshow/a-guide-to-service-blueprinting-by-adaptive-path/70743414> - guide to service blueprinting - I used this in my first service design project before I learnt the term 'service design'!

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

I have particular experience in the following service sectors:

Technology, Employee Experience

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

3

These are the service design projects I have successfully delivered:

I completed projects as part of the SDN Masterclass 2024.

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:

I will be taking part in the next roundtable to promote the SDN Masterclass course.

I have posted about my experience of the masterclass on LinkedIn to promote the course and network.

Contact details:

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