

Self-assessment by Paige Roche

SUBMITTED ON 17 NOV 2025



A summary about me:

Paige is a service designer based in the United States with a BFA in Service Design from SCAD and 11 years of experience spanning Fortune 500s, NGOs, start-ups, and, most recently, five years in consulting. She has embedded service design within organizations, mentored and developed designers, inspired cross-functional collaboration, and led a diverse portfolio of service design initiatives. Her expertise includes mixed-method research, organizational design, and systems thinking.

I currently work as a/at:

Service Design Lead at Slalom [<https://www.slalom.com/us/en>]

My LinkedIn profile:

<https://www.linkedin.com/in/paige-roche-51aa9b8b/>

My educational background:

- Bachelors in Fine Arts (BFA) in Service Design from SCAD, Savannah College of Art and Design
- SDN Masterclass Training Academy (September - November 2024)

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

I believe service design is most successful when it integrates deep collaboration across disciplines, engages clients as active partners rather than observers, and bridges the structured, analytical sides of business with the exploratory, creative practices of design. This means embracing curiosity, asking thoughtful questions, and learning through methods such as interviewing, testing, and prototyping to shape solutions that are both meaningful and measurable.

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

Books:

- This is Service Design Doing
- This is Service Design Methods
- Service Design: From Insight to Implementation
- Orchestrating Experiences: Collaborative Design for Complexity

Whitepapers:

- SDN Touchpoint



- Business Value Framework [Slalom] <https://go.slalom.com/MBusinessValueFramework>

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
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

Healthcare, Financial Services, Automotive, Education, Nonprofit & Social Impact, Retail & E-commerce, Telecommunications and Energy

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:

I have completed the first Service Design Masterclass in 2024. We were told "We just need the details requested in the form to highlight you on our website and celebrate your achievement! If you of course want to highlight a specific project that you worked in please feel free to add that."

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

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

I've previously led service design workshops and trainings with Brass Tacks Collective. Most recently, I led 4 cohorts of internal foundational service design training at the company I work for (Slalom) for both 2023 & 2024. I've helped establish and co-lead Slalom's Service Design Center of Excellence since 2022 -- to present.

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 and United Kingdom.

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
- 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)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Organisational 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:

Adaptive Path case studies, SDN Touchpoint, examples from This is Service Design Doing, my own work (from Capital One) and other case studies produced at Slalom.

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

The double diamond / triple diamond (Slalom). These are some of the phases:

Value Definition, Research/Discovery, Mapping & Insight Generation, Ideation & Co-Creation, Prototyping & Testing, Implementation, Change Management, User Adoption, and Continuous Improvement.

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

Gain insights of current industry best practices that will enable you to deliver seamless, integrated services that satisfy end-users.

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:

Group project, performance test, and practicums

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

- "Expert instructors, engaging activities, and well-organized materials. Highly recommended!"
- "Service Design is the future of design. As new technologies continue to advance at a rapid pace, learning how to solve large scale, real-world problems will become our competitive advantage. This training is the perfect place to start."
- "A great accelerated course to learn the fundamentals of Service Design and how to directly apply them in consulting. The faculty were knowledgeable, friendly and accommodating."
- "Five stars. Cannot recommend this course enough. Not only do you get to know concepts really well with examples, you also walk away with really tangible ways to apply it. You apply the concepts immediately to the course project work (with guidance from a mentor to make sure you're doing something new "right" or in a Service Design way), and they feel immediately applicable to present and future client work."

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 Global Conference
- SDN National Conference
- SDN Masterclass
- SDN Chapter Activity

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

I'm an active volunteer for SDN, Service Design Network Community Chapter Board and helped volunteer on the conference committee team



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at the latest SDGC in Dallas 2025.

I have participated as a speaker in the following events:

Service Design Network Young Talent Board (2024) ; Harnessing Data in Service Design

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

not yet but hoping to in this next year!

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