Self-assessment by
Jonathan Barrow

A summary about me:

Hi, I'm a Service Designer who believes in the power of designing a better tomorrow. While at SCAD, I was exposed to Service design and knew I had found my calling. After taking classes with professors like Riccardo Martines and Craig Smith, I ended up creating my Human Comfort Factors project that I went on to present at SDNGC Berlin 2023. Since then I have graduated and further honed my craft by being a part of the first SDN Academy Masterclass and practicing Freelance Service Design.

I currently work as a/at:

Freelance Service Designer. My website is Jonathanrbarrow.work

My LinkedIn profile:

www.linkedin.com/in/jonathanrbarrow

My social media channels:

My photography on instagram @ Jonathan.barrow.photo

My educational background:

B.F.A @ SCAD in industrial and product design
SDN Academy Masterclass

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

The age of the product economy is changing to the era of the service. There are a few driving forces (with both good and bad consequences). For starters, global consumption trends are incompatible with sustainability and climate change. In order to reach sustainability targets we will have to reframe from a linear product line of thinking to a circular structure. Service Design is crucial in making this transition a reality by bringing a more holistic approach to the systems we exist within.

We are in a much faster-moving society than at any previous time in human history. Needs, wants, and technology move faster now than ever before and that requires a new approach. Service Design creates a framework to both spot opportunities, as well as create plans for implementation and continued support. In order to best meet these changes service designers need

Service Design thinking needs buy-in. This is true everywhere but particularly here in more rural parts of the United States where design thinking is less understood. A few of my strategies to help develop and further proliferate the spread of service design are as follows. Apply service design thinking to your interpersonal skillset, Think deeply about the wants and needs of the people in your organization and find people

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whose goals align with your project.

In the southern parts of the United States, where I currently live, we have to be careful about how we utilize language. A critical part of service design is empathy for the experiences of everyone, however, there is serious pushback if we acknowledge concepts like systematic racism or the history of oppression that exists within this nation. To get around this we have to use a level of "double speak" to communicate to those who get it without inciting culture war and push back from those indoctrinated into hate. At its core, service design is about empathy and we can not leave that behind when it becomes an inconvenience.

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

I enjoy the Service Design Book Club and make it to every meeting I can. It is led by Arun Joseph Martin and it helps me stay up to date on the newest contributions to service design (or work adjacent to SD).

I have

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

I have particular experience in the following service sectors:

Public sector focused on disability claimants.
Worked with a start-up.

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:

Freelance Service Designer - Gainesville, FL 01/2024 - 03/2025
Position Title: Contract Service Design Work
Worked with an inventor in Gainesville Florida to develop an AI-powered baseball trainer.
Delivered a research report including market opportunity areas and product renders with UI/UX mock-ups.
Applied human-centered design methods to develop solutions that addressed user pain points.
Continued work on the Project I presented at SDNGC Berlin with the goal of one day turning it into a startup.
Worked with a local actuary to develop and launch software for insurance risk assessment.
My website: Jonathanrbarrow.work

SCAD Pro X Deloitte Disability Journey Support - Savannah, GA 09/2023- 11/2023
Position Title: Project Lead Service Designer and Lead Presenter
Project design lead for a collaboration with Deloitte and the Social Security Administration.
Led 3 co-creation workshops and conducted 14 interviews.
Created service blueprints, journey maps, and a stakeholder map to develop a compelling narrative.
Crafted compelling narratives and visual stories to communicate design insights and recommendations.
The project resulted in the Social Security Administration and Deloitte moving forward with a pilot project.
Deliverables are NDA Bound

SCAD Pro X L'Atelier Design Studio - Lacoste, France 09/2022- 011/2022

Position Title: UX and Service Design Lead
Re-designed the L'Atelier website for service improvement.
Developed plans for a new trade booth experience.
Deliverables are NDA Bound

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:

I suppose I don't really see myself as a trainer currently. At least until I contribute more to academia or consulting. Some of it may be semantics, but to me, a trainer is someone who is pushing the ground of what service design can be and I am just a professional, not a master.

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

Presenting at SDNGC 2023
Bringing my Service Design skills to two start ups in the last year and a half, and having that background as a core part of their business models.

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

English

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

Gainesville Fl

I cover the following topics during my training offerings:

- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems

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:

I utilize the writings of Lou Downe's Good Services, Service Design Thinking, and Service Design Doing. These books all create a strong framework for what service design is, what it can and can not do, and how to start implementing it.

A great example I come back to when explaining what service design is comes from the foreword of Good Services. The example is of having a city tree removed after it has fallen on your property. Many services like these are not considered until we have a bad experience with them, and it helps people understand why service designers can help through an example that feels tangible.

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

A great site to better understand tools is Service Design Tools (https://servicedesigntools.org/). It helps people better understand the appropriate times to utilize different approaches/ what is best for them.

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

Apply basic service design tools to better understand the system within which they exist.

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:

Follow up with them to make sure clients continue to have the resources they need to succeed.

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

Working on being more direct and avoiding jargon that people without a service design background find alienating.

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:

Helping spread service design Locally, Regularly joining the service design book club, Speaking at the global conference

I have participated as a speaker in the following events:

SDGC Berlin 2023 as a virtual presenter
Title: Changing User Habits Through Comfort Mapping
https://www.youtube.com/watch?v=VcuIguJYNMo

Contact details:

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