

Self-assessment by Igor Bueno Antunes

SUBMITTED ON 12 DEC 2024



A summary about me:

I am a Senior Manager of Service Design in the Financial Services industry, with 10+ years of experience in leading cross-functional teams to deliver seamless client experiences and business results.

I am passionate about using human-centered design to bridge business goals with user needs. I excel in transforming data-driven insights into innovative strategies, driving business outcomes while elevating customer satisfaction.

With a Master's degree in Strategic Foresight and Innovation and a background in Industrial Engineering, I bring a strong blend of analytical and creative problem-solving skills to CX, service design, journey management, and organizational change

I currently work as a/at:

Senior Manager, Service Design at Questrade

Link: <https://www.questrade.com/about-us/who-we-are>

My LinkedIn profile:

<http://linkedin.com/in/igor-bueno-antunes>

My social media channels:

<https://igorbuenoantunes.com>

My educational background:

Master of Design, Strategic Foresight and Innovation (OCAD University) - Toronto/Canada

Graduate Certificate, Consulting (George Brown College) - Toronto/Canada

Bachelor of Engineering, Industrial Engineering (Pontifical Catholic University of Rio de Janeiro) - Rio de Janeiro/Brazil

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

Human-centred Design: focusing on human needs, the challenges they face and the context they live is key to designing meaningful services.

System Thinking: complex challenges require sense-making that looks into the wholes and relationships rather than splitting them down into parts.

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

The resources I use are constantly evolving. However, the following continue to be ones I refer to over and over again:



Book: The Service Innovation Handbook (Lucy Kimbell) is relevant by combining service design with business innovation strategies.
Book: Good Services (Lou Downe) is quite helpful in articulating what services are and when they can be considered good or bad ones.
Touchpoint Magazines by SDN: They provide a constant refresher and expansion of knowledge in the Service Design area.

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:

Finance

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

2

These are the service design projects I have successfully delivered:

2024: Service Design Masterclasses Series - Professional Accreditation Course
2020-2024: Several projects as part of an in-house service design team at Qwestrad

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

2

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

My training sessions have been as a leader of an in-house service design team, therefore intending to enable and expand knowledge of service design approaches within the organization.

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

English

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

Canada (Toronto)

I cover the following topics during my training offerings:

- Definition of service design
- Facilitation skills for service design
- 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)
- Fundamental (basic knowledge)
- Advanced (practical application)



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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 Masterclass

Contact details:

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