Self-assessment by
Denise Leyton

A summary about me:

I am a higher education project manager, ux researcher and service designer. My service design work started in 2018 and I have integrated service design methods into a range of innovation projects from establishing new services to making organization-wide service changes. I work primarily in team-based settings, leading working groups in catalyzing systems change initiatives.

I currently work as a/at:

I am the Projects Coordinator for the Strategic Planning Team at the University of Michigan Library - lib.umich.edu

My LinkedIn profile:

https://www.linkedin.com/in/denise-leyton-850863a8/

My educational background:

Intercultural Development Inventory (IDI) Qualified Administrator
Masters of Science in Information - University of Michigan School of Information
Bachelor of Arts in Environmental Studies and International Studies - University of Michigan College of Literature, Sciences & the Arts

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

I use service design methods to create more welcoming and accessible higher education services. Through discovery, refinement, piloting and assessment, I help transform services to provide more inclusive user experiences.

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

The Double Diamond - a classic and continually useful framing for moving through service design projects.
The Service Innovation Handbook: Action-oriented Creative Thinking Toolkit for Service Organizations - this handbook provides templates and framing for activities that can jumpstart service design practice.
Getting Started in Service Design: A How-To-Do-It Manual for Librarians - with library relevant examples, this book shows the potential for the application of service design in libraries.

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:

Higher education, Civic design

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:

November 2024 - April 2025: Sensory-Friendly Spaces and Kits - University of Michigan Library
• Conducted a competitive analysis, focus groups and sensory kit testing to improve sensory-friendly resources and spaces within the library.

January 2022 - April 2023: Wellbeing Events and Pop-Up Space - University of Michigan Library
• Created a wellbeing pop-up space to support students in taking a break during high stress exam periods.

October 2022 - December 2022: OwnPath - Bloom Works LLC
• Developed and facilitated interactive focus groups using Mural to learn about the user needs of folks searching for substance abuse help.
• Conducted a competitive analysis in order to generate ideas for site development in line with focus group findings and recommendations.

June 2020 - August 2020: Contactless Pickup Service - University of Michigan Library
• Mapped current book pickup services and created a new service model in preparation for use under Covid protocols.

January 2019 - June 2020: Employee Room Reservation System Change - University of Michigan Library
• Mapped the the touchpoints part of the library's staff room reservation system and created and launched a new service model
• Piloted hardware listing room availability which expanded to purchasing additional tech.

January 2018 - August 2018: Library Lifecycle Project - University of Michigan Library
• Conducted discovery about campus experience in order to create a resource for library workers to better understand and respond to user needs.
• Prototyped and piloted a gamified activity based on user research findings.

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

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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 Masterclass

Contact details:

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SDN∞
SERVICE DESIGN NETWORK