

Self-assessment by Kristen Sheppard-Guzelaydin

SUBMITTED ON 31 AUG 2025



A summary about me:

I'm an entrepreneurial experience designer and program leader passionate about using service design to create meaningful, scalable solutions across industries—from financial services to smart buildings. With a foundation in HCI and a record of driving cross-functional collaboration, I bring clarity to complexity and champion user-centered outcomes. I've led global teams, launched digital products, fostered empowered cultures, and built practices that accelerate speed to market and align business, product, and technology. Whether standing up internal AI governance or leading design operations, I thrive at the intersection of systems thinking, human insight, and sustainable impact.

I currently work as a/at:

Director of Technology Program Management for Advanced Analytics and GenAI programs at FINRA (<https://www.finra.org/>)

My LinkedIn profile:

<https://www.linkedin.com/in/kristen-sheppard/>

My social media channels:

<https://www.linkedin.com/in/kristen-sheppard/>

<https://x.com/ShepInPureMI>

My educational background:

Degree: Masters of Science of Information from the University of Michigan with focuses in Human Computer Interaction and Entrepreneurship

Certifications: Completed the Service Design Network, "Service Design Masterclasses Series"

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

My approach to service design is grounded in human-centered design, systems thinking, service-dominant logic, and experience-based co-design. Human-centered design ensures services reflect the needs, behaviors, and motivations of people; systems thinking expands this lens to include the broader ecosystem — from operational workflows to organizational dynamics.

Service-dominant logic further shapes my perspective by emphasizing value as co-created through interactions rather than delivered through isolated touchpoints. This mindset aligns with experience-based and participatory design approaches, where users are active contributors in shaping services that are both meaningful and effective.

I also draw from lean, agile, and innovation management frameworks to stay adaptive. Because service design operates within diverse organizational cultures, I value flexibility — choosing the right tools and methods to align stakeholders and drive outcomes that extend beyond surface-level solutions.



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

I draw on a range of resources that bridge experience design, innovation, organizational change, and operational strategy — all of which are critical to effective service design.

From a value creation and innovation perspective, I find the Strategyzer series (e.g., Value Proposition Design, Business Model Generation) and Lextant's user experience model particularly useful. These resources align closely with service design by emphasizing iterative experimentation, prototyping, and co-creation with customers during the value discovery process.

From a core service design practice standpoint, Service Design Doing and Designing the Invisible offer accessible, practical guidance that balances theory with actionable tools. They're excellent references for applying service design in cross-functional, real-world settings.

In terms of facilitation and participatory methods, I regularly use Liberating Structures to design inclusive workshops that surface diverse perspectives while guiding groups toward shared understanding and alignment.

Because service design is ultimately about shaping future experiences that don't yet exist, I also draw on change and culture-building resources like The Speed of Trust and Change by Design. These works emphasize the importance of trust, empowerment, and human-centered leadership in scaling service innovation within organizations.

To help teams operationalize and sustain service design, I've found the OKR framework invaluable. Books like Measure What Matters by John Doerr and Radical Focus by Christina Wodtke help align service goals with measurable outcomes and support the long-term change journey.

Finally, resources on design operations and scaling — including the Scaled Agile Framework (SAFe), Gartner's insights repository, and thought leadership from Peter Merholz, the Nielsen Norman Group, Vitaly Friedman, Adam Grant, Tim Brown, and others — offer critical guidance on integrating service design into organizational processes and influencing strategic decision-making.

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:

Financial services, financial regulation, smart buildings, digital commerce

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:

Jan–Jun 2025, FINRA: Applied service design to develop a GenAI governance operating model, mapping service outcomes and blueprints into digital workflows. Enhanced cross-functional alignment (legal, engineering, data science, product) and improved adoption, operational transparency, and model safety, quality, and trust across AI governance.

Project #2: Empowered Culture Movement

Jul–Nov 2019, TD Ameritrade: Applied service design to map pain points and co-create solutions for improving the employee experience in technology. Supported cultural and operational transformation, resulting in a 7% increase in organizational empowerment within one year.

More can be found on my portfolio - <https://www.kristensheppard.com/resume.php>

My philosophy as a trainer is:

I haven't ever acted as a trainer specifically for service design.

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:



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- SDN Masterclass

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

I recently joined the Philadelphia SDN chapter a few months ago. No events have been held yet but I look forward to attending future events.

Contact details:

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