

Self-assessment by Tommy Dietz

SUBMITTED ON 20 NOV 2025



A summary about me:

I am an experience design leader who specializes in Service Design and Journey Management within large enterprises. My work has been focused within the retail vertical at scale, employed by The Home Depot, Walmart Labs, and Optoro (collaborating directly with Target, Best Buy, Ikea, Staples, American Eagle, Plow & Hearth, Williams Sonoma, Sam's Club, Belk, and Groupon).

I currently work as a/at:

Experience Design Architect at U.S. Bank - <https://www.usbank.com/>

My LinkedIn profile:

<https://www.linkedin.com/in/tommydietz/>

My social media channels:

<https://x.com/tommydietz>

My educational background:

Most recently, I completed the SDN Academy's Service Design Masterclasses Series Professional Accreditation Course in May 2025. Additionally, I've successfully completed the IDEO U Human-Centered Service Design course in July 2019 (Credential ID: 5129-1703514) and the This is Service Design Doing (TiSDD) Executive Course with Marc Stickdorn and Adam St. Lawrence, in person in NYC, in July 2028. Lastly, I'm a Certified Usability Analyst (CUA™) from Human Factors International (Issued: June 2015, Credential ID: 2015-5557).

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

- Validate all initial requests from all (business) partners and stakeholders
- Conduct proper discovery
- Observe and interview all of the humans
- Share informed initial learnings and hypothesizes with partners and stakeholders via Journey Maps, Service Blueprints, Solution Canvases, etc.
- Design lean prototypes quickly
- Test said prototypes with humans for validation of additional learnings and validation
- Iterate on designs with test validation cycles, as needed
- Share test learnings and design iterations with partners and stakeholders
- Decide next steps worth investment of time and resources



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

This is Service Design Doing (TiSDD) by Marc Stickdorn, Adam St. Lawrence, and Markus Edgar Hormess

I have X years of working experience in service design:

7

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:

Retail, Fintech

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

6

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

5

My philosophy as a trainer is:

I believe hands-on "doing" through applied exercise-based learning works well for understanding the different methods of Service Design.

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

English

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

Atlanta, GA and the Washington, DC metro area in the U.S.

I cover the following topics during my training offerings:

- Definition of service design
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Working with complex service systems
- Exploration of systems

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

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
- SDN Academy Course
- SDN Chapter Activity

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

Currently, the Washington DC SDN chapter and previously the Atlanta SDN chapter.

Contact details:

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