

Self-assessment by Gleb Koipish

SUBMITTED ON 17 DEC 2025



A summary about me:

My skills sit at the intersection of service design, business analysis, and project management. I enjoy both working with people and diving into data. With a degree in Cross-Cultural Communication, I'm able to speak a common language across cultures, and my background in business analysis and project management helps me collaborate easily with engineers.

From 2011 to 2021, I ran a web design studio that twice ranked as the top web design company according to customer satisfaction — my first major service design project. Today, I focus on designing meaningful end-to-end experiences, mostly in healthcare and logistics.

I currently work as a/at:

DEEP Station as a Service Designer, <https://deepstation.io/>

My LinkedIn profile:

<https://www.linkedin.com/in/gleb-koipish-3866a531/>

My social media channels:

https://medium.com/@gleb_7314

I use Instagram and Facebook for personal purposes only.

My educational background:

- Bachelor Degree in Cross-Cultural Communication, 2008
- Project Management, self education from 2009
- UX Design, self education from 2011
- Business analysis:
 - self-education from 2016,
 - LABA International Business School (<https://l-a-b-a.pl/>)
- Service Design:
 - self-education from 2021,
 - How to Design Integrated Service Experiences (Interaction Design Foundation, <https://www.linkedin.com/in/gleb-koipish-3866a531/overlay/Certifications/276049199/treasury/?profileId=ACoAAAav5dYBe9UKETZcAAvxEim7m5aLySwU3u8>)
 - Design for a Better World (Interaction Design Foundation, <https://www.interaction-design.org/members/gleb-koipish/certificate/course/d19c787c-0bc5-484e-93b6-61851691fde2>)

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



When talking about theories as disciplines, I would mention:

- Business Analysis, assists in forming and tracing requirements, and designing business processes. I enjoy using BPMN notations when diving deeply into the processes,
- Experience Design, helps understand human's emotions and cognitive aspects across touchpoints,
- Design Thinking, a problem-solving framework especially helpful on the stages of ideation and prototyping,
- Cross-Cultural Communication, informs how services should adapt across cultures, including micro cultures,
- and Project Management, provides tools and methods for successful initiation, preparation, implementation and closure of projects and their stages. Especially helpful for change and risk management.

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

Basic books in Service design, Business Analysis, Project Management and Experience Design:

- This is Service Design Thinking
- This is Service Design Doing
- Value Proposition Design: How to Create Products and Services Customers Want
- Design Thinking by Tim Brown
- The design of everyday things by Don Norman: my first book in design thinking. It explains how good design makes products intuitive and usable by aligning them with human psychology
- The Theory of Inventive Problem Solving by Genrikh Altshuller: the book and the whole theory (also known as TRIZ) presents a systematic method for solving inventive problems by identifying patterns of innovation and applying structured principles to overcome technical contradictions
- The Art of Strategy: A Game Theorist's Guide to Success in Business and Life by Barry J. Nalebuff, Avinash Dixit
- Don't make me think! by Steve Krug: the book is mostly about web usability, but the approach is applicable to designing usable products and services
- Running Lean by Ash Maurya: a practical guide for building products by systematically testing assumptions, validating customer problems, and iterating using the Lean Startup methodology
- Business Strategy: How to Create and Implement It with Active Team Participation by Michail Rybakov: explains how to develop and execute a business strategy collaboratively, engaging the entire team to ensure alignment, commitment, and practical results.
- Thinkertoys: A Handbook of Creative-Thinking Techniques by Michael Michalko: the playbook is incredibly useful both for running workshops and for coming up with creative solutions when you hit a roadblock
- Draw to Win by Dan Roam: a great resource for mastering visual storytelling
- BABOK (Business Analysis Body of Knowledge): outlines best practices and standards for effective business analysis across projects and organisations
- Software Requirements by Karl Wiegers
- PMBOK 6th edition (Project Management Body of Knowledge): outlines standard practices, processes, and knowledge areas for effectively managing projects from initiation to closure
- Deadline by Tom Demarco: about project management in a narrative style
- How to Measure Anything by Douglas W. Hubbard: helps measuring intangibles
- Field Guide to Human-Centered Design by IDEO
- Perfecting Your Usability Studies by NN group

Blogs, articles, videos:

- nngroup.com/articles/ and nngroup.com/reports/
- smashingmagazine.com, mainly articles about UX and project management
- service-design-network.org/touchpoint
- boagworld.com/show/: a podcast about UX
- <https://techcrunch.com/>: about startups and technology
- Most of the lectures and videos by and about Jacque Fresco and The Venus Project: they form a vast knowledge base on human-centred design and systems thinking
- Biology and Human Behavior — a series of lectures at Stanford University by Robert Sapolski: explains how our biology, and environment shape human actions, decisions, and social behavior.



A comment to the next field: for the past 2+ years, I have been working primarily as a service designer. However, since 2016, I've been operating at the intersection of business analysis, experience design, and project management, a combination that has improved both customer and team experiences while optimizing business processes.

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:

Healthcare, Logistics

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:

Redesign of the ordering and dispatch processes at a wood processing enterprise

Duration: 9 months.

Outcomes:

- Web application for managing dealer orders, integrated with existing software
- New hardware and software installed on-site
- Minor redesign of the facility layout
- Redesigned dispatch process with updated roles and responsibilities
- Shift from KPIs to OKRs

Impact:

- Carrier wait times reduced by ~3x
- Eliminated the need to build an additional truck waiting area
- The dispatch process became fully manageable
- The order status is tracked end-to-end by both the enterprise and the dealer
- Reduced manual work
- Less ambiguity for dealers and carriers

2 projects for dental practices:

- Managing long wait times
- Managing anxiety in a paediatric clinic

Here are the details: <https://drive.google.com/file/d/1BRoF1ISkp7ZlovKLbOhz0fHWGOSnAYp0/view?usp=sharing>

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:

My approach centres on learning by doing. I believe participants retain knowledge best when they actively engage with concepts, tools, and methods rather than just passively listening.

I leverage my project management and business analysis skills, showing how to document and trace requirements effectively, or, in combination



with JTBD, how to create meaningful user stories.

I combine deep learning with practical tools for quick fixes to create a balanced approach to problem-solving. Deep learning enables the team to uncover insights and understand complex systems at a profound level, ensuring that the developed solutions are evidence-based and tailored to real needs. At the same time, offering tools for quick fixes delivers immediate, valuable results while keeping the team engaged. I encourage using a combination of real-world and digital tools during the ideation and prototyping stages. Physical methods such as desktop walk-throughs and investigative rehearsals are especially valuable when dealing with human-centred challenges. They help teams explore interactions, emotions, and service dynamics in a tangible, intuitive way. Digital tools play a crucial role when concepts need to be iterated quickly, or tested at scale. Interactive wireframes, clickable prototypes, and simulation tools allow teams to validate assumptions, compare variations, and gather user feedback efficiently.

I also encourage iteration and reflection. After each exercise, participants analyse what worked, what didn't, and how to apply insights in their context. This approach not only develops skills but also fosters confidence, critical thinking, and problem-solving abilities.

Finally, I adapt each session to the participants' role, and experience.

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

SCAMPER — the Creative Thinking Technique

Online lecture and workshop

Client: Studio of Practical Skills, Educational Platform for Mass Media and Non-Profit Organisations

Duration: 1.5 h

Participants: ~15

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Managing Anxiety in a Paediatric Dental Clinic

Hands-on workshops to improve the experience of young patients and their parents

Duration: 2 days

Client: Hi5 Dental — Paediatric Dental Clinic

Participants: 8

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Optimising Lab Workflows Through Service Design, 2024

Duration: 3 days

Client: Dental laboratory

Participants: 7

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

English, Belarusian, Russian

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

Poland, Belarus + remotely

I cover the following topics during my training offerings:

- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Change management



My training participants typically have the following level of experience:

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

These are my favourite cases I use to inform participants about the impact and value of service design:

- Save Time, Save Lives <https://www.service-design-network.org/case-studies/Save-Time-Save-Lives>

What I like about this project is that it created impact across all three groups: the medical team, patients, and the hospital as an organisation. And that impact was achieved through a combination of digital and real-world solutions.

- Design Thinking Approach for Hospital Efficiency in Healthcare

<https://flevy.com/topic/service-design/case-design-thinking-approach-hospital-efficiency-healthcare#section1>

The case study is directly relevant to the work I do with healthcare organisations and to the practices I train them to implement.

- Human Superpowers for AI Transformation

<https://www.service-design-network.org/touchpoint/business-transformation-by-design/human-superpowers-for-ai-transformation>

It explores how organisations can successfully integrate AI by focusing not just on technology, but on the human and organisational dimensions of change.

- Service Design for Talent Development

<https://www.service-design-network.org/touchpoint/tp14-1-the-employee-journey/tp14-1-service-design-for-talent-development>

I use this and other case studies to demonstrate that service design not only improves outcomes for clients but also delivers tangible benefits for employees.

- I'll include the Keeping Families Together by Design case study from BloomWorks in my trainings, which was recently presented at the SDN Global Café. It's about transforming what often seems nearly impossible to change.

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

- Customer Journey Mapping: to build shared understanding across teams and identify pain points and opportunities.
- Service Blueprinting: to visualise frontstage/backstage processes, roles, and dependencies.
- Rapid Prototyping (from low-fi to interactive prototypes): to quickly test assumptions and gather feedback before investing in development.
- Desktop walk-throughs or business origami: to review processes, digital tools, or workflows step by step and identify friction points.
- Investigative Rehearsal: To simulate service moments and validate workflows early.
- BPMN Process Mapping, especially useful when working with operational teams or engineering-focused stakeholders.
- Business Model Canvas: to align service concepts with strategic viability and connect user value with business value.
- Lean Model Canvas: to quickly frame assumptions around problems, solutions, key metrics, and value propositions

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

- Conduct interviews
- Create a customer journey map
- Build a service blueprint
- Identify pain points and opportunity areas
- Prototype service concepts
- Test and iterate on service ideas
- Map and optimise business processes
- Apply design thinking

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:

- Performance test during workshops. E.g. facilitating a small part of a session. Each participant facilitates a 5–7 minute segment of a workshop (e.g., running a short "How Might We" exercise or guiding a brainstorming round). Assessment focuses on:

- - clarity of instructions,
- - ability to engage participants,
- - ability to manage time,



-- handling of questions or uncertainty.

- Practical group tasks with assessment criteria. Participants present, e.g. a section of a blueprint they created, explaining decisions, assumptions, and identified risks.

Criteria include:

-- accuracy of mapping,

-- ability to connect insights to operational implications,

-- communication clarity.

- Reflection exercises where participants connect theory to real projects. E.g. participants share one insight from the workshop and describe how they will apply it in their organisation within the next 2 weeks.

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

There was consistent feedback asking for more specificity. In response:

- I shifted from redesigning entire processes to focusing on industry-specific pain points. For example, in dental practices: long wait times and scheduling issues, emergency-visit workflows, and patient anxiety.

- I began placing much greater emphasis on data and introduced a data-driven decision tree for working with and training dental practices.

<https://docs.google.com/spreadsheets/d/1-Y8nFfQld68UwVC50XPk-1QqGZitzlCjxQrwi8QLrsA/edit?usp=sharing>

https://miro.com/app/board/uXjVJGru_ZM=?share_link_id=789485163233

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

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

I haven't yet integrated into the service design community in Poland to where I moved 2 years ago. Back in Belarus, where I'm originally from, I was actively involved in the user experience, project management, and start-up communities. I served on the examination board for Project Management and UX at IT Academy (<https://www.it-academy.by/>), participated in multiple meet-ups, and spoke at events on creative thinking, start-ups, and project management.

I have participated as a speaker in the following events:

"Design Thinking Techniques for Generating Ideas"

The "Modern Technologies for the Benefit of Society" Hackathon, February 17, 2020

Language: Belarusian

<https://www.a1.by/en/company/news/tehnologii-buduschego-v-grodno-proshel-kreaton-dlya-starsheklassnikov-pershyya-%D1%96de%D1%96p/grodno-kreaton>

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"How Clients Should Initiate and Get Prepared to a Project"

A lecture for a Start Up school, April 18, 2019

Language: Russian

<https://www.facebook.com/groups/322283445148675/permalink/326206851423001/>

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"Advantages and Disadvantages of working in a Small Company", Online Webinar

Language: Russian

<https://www.it-academy.by/media/sobytiya/jobhunt-meetup-8-by-grodno/>

I have published the following books/articles on service design and related fields:

All the articles on <https://deepstation.io/learn-and-explore/>

Some publications on Medium https://medium.com/@gleb_7314



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