

## Self-assessment by Alina Honcharova

SUBMITTED ON 28 FEB 2026



### A summary about me:

I am a Service Designer with a background in UX/UI design and formal design education, currently focused on research-led service transformation in complex and regulated environments. I spent several years working as a Service Designer within a large banking organization, where I embedded evidence-based, human-centered practices into product and service teams. My work includes service discovery, journey ecosystems, research operations, and stakeholder alignment. In 2023, I also contributed as a workshop moderator and team mentor in internal educational initiatives. I combine service design practice with strong facilitation, research, and systems thinking skills.

### I currently work as a/at:

Independent Service Designer

Currently on a professional development break, focusing on learning, skills development, and preparation for accreditation. Open to remote collaboration and project-based work.

### My LinkedIn profile:

[www.linkedin.com/in/alinahoncharova](https://www.linkedin.com/in/alinahoncharova)

My LinkedIn profile reflects my professional background in service design, UX research, and work on large-scale digital services. Due to security and compliance restrictions in previous roles, public sharing was limited, but the profile outlines my responsibilities, projects, and areas of expertise.

### My social media channels:

<https://www.facebook.com/alina.goncharova.100>

[https://www.instagram.com/aliya\\_honcharova/](https://www.instagram.com/aliya_honcharova/)

### My educational background:

Higher Education

Bachelor of Design

Kyiv Institute of Advertising

2012-2016

Professional Courses & Certifications

UX Research – Projector Institute (Jun 2021 – Oct 2021)

Design Thinking Fundamentals – edX (Feb 2021 – Mar 2021)

Participative Design – Projector Institute (Feb 2022 – Jun 2022)



Leadership School 2.0 — DataArt (Oct 2021 – Nov 2021)  
User Onboarding Design — Projector Institute (Jun 2023)  
Product Owner Course — IAMPM (Jun 2023 – Sep 2023)  
Design Thinking Advanced — DesignThinkers Academy (Sep 2025 – Oct 2025)  
Ongoing / Upcoming  
Service Design Accreditation — Service Design Network Academy (Sep 2025 – Dec 2025)  
Indi Young (on hold, but planning to continue)

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

#### Human-Centered Design

Customer needs, behaviors, and constraints are the primary input for decision-making. Research is embedded throughout discovery, design, and validation phases.

#### Service Ecosystems & Systems Thinking

Services are understood as interconnected systems rather than isolated touchpoints. Mapping dependencies helps identify risk, prioritize scope, and sequence change safely.

#### Participatory Design

Stakeholders and teams are actively involved in sense-making and design to build shared understanding, alignment, and ownership.

#### Evidence-Based Design & Research Governance

Design and launch decisions are grounded in continuous qualitative research, with validation gates to reduce risk in high-stakes environments.

#### Iterative & Phased Change

Large services evolve through phased rollout, beta testing, and fallback paths rather than “big bang” redesigns.

#### Organizational Learning & Enablement

Service design is treated not only as delivery, but as capability building — making research, alignment, and service thinking repeatable inside organizations.

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

#### Books & foundational frameworks

This is Service Design Doing & This is Service Design Thinking — practical and systemic application of service design in organizations.

Think Like a UX Researcher — research mindset and decision framing.

Articulating Design — communicating design rationale to stakeholders.

Experience Required «How to become a UX leader regardless of your role».

Mapping Experiences — experience mapping and service thinking.

Adaptive Path publications — service strategy and organizational change

Professional networks & publications.

Service Design Network — case studies, frameworks, and accreditation standards.

Nielsen Norman Group (NN/g) — applied UX research and usability practice.

Koos Service Design — service transformation cases and strategic framing.

Service-So — service design sprints, articles, and applied tools.

#### Communities & peer learning

Ukrainian communities: In-House Service Designers, R9 Research, Design Coffee, UX Coffee, CX Community by Tsysar — peer learning, mentoring, and practice exchange

Participatory design community and workshops by Yurii Hranovskyi.

Apollo Design School — courses and articles (Tetiana Zavialova, Yurii Ternitskyi).

#### Media & conferences

YouTube: UCU Business School, Startup Kitchen



Service Design Show  
CX Conference, Ukrainian SD Conference

I have X years of working experience in service design:

3

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training
- Service

I have particular experience in the following service sectors:

Banking & Financial Services (B2B digital platforms, regulated environments).  
Digital Products & Platforms.  
Social and community-focused services (war-related initiatives – as team facilitator and mentor).  
Education & EdTech (learning projects and educational service concepts).

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

12

These are the service design projects I have successfully delivered:

I have conducted 12 large-scale service design projects, supported by multiple parallel service transformation initiatives across a complex digital banking platform.  
In addition, I conducted continuous qualitative research over nearly three years, averaging 10–12 research cycles per year, embedded into ongoing service discovery, redesign, and beta validation.  
My work combined end-to-end service design, research operations, and organizational enablement rather than isolated project-based delivery.

1. Card Closure Service Redesign (Confidential Bank)

Duration: 2022

Organisation: Large commercial bank (confidential)

Topic: Self-service card closure & service system correction

Description:

Investigated surge in support requests related to card closure. Conducted call analysis, interviews, and usability testing across web and mobile. Identified usability barriers, misleading UX copy, and systemic KPI-driven over-issuance. Designed improved self-service flows and revised messaging; initiated structural stream addressing incentive logic.

Outcome: Simplified closure process; tested prototypes implemented.

Impact: Reduced support load and addressed systemic service misalignment.

2. Payroll Service Ecosystem Redesign (Confidential Bank)

Duration: 2022–2024

Organisation: Large commercial bank (confidential)

Topic: Multi-channel payroll service transformation

Description:

Mapped payroll ecosystem across web, mobile, branch, and support. Conducted qualitative research and journey mapping to identify structural inconsistencies. Reframed fragmented feature development into service-level perspective, embedding evidence into prioritization discussions.

Outcome: Service structure clarified across channels.

Impact: Shift toward system-level payroll experience governance.



### 3. Participatory Research Integration in Banking (Confidential Bank)

Duration: 2023

Organisation: Large commercial bank (confidential)

Topic: Embedding research into product governance

Description:

Integrated structured research process into product cycles. Facilitated stakeholder observation of interviews, synthesis workshops, and evidence discussions. Supported research-informed prioritization and feature reassessment.

Outcome: Research embedded into recurring decision cycles.

Impact: Reduced assumption-driven product development.

### 4. B2B Credit Value Proposition Assessment (Confidential Bank)

Duration: 2022–2023

Organisation: Large commercial bank (confidential)

Topic: SME credit adoption investigation

Description:

Investigated low B2B credit uptake through interviews and value analysis. Identified weak value proposition as primary barrier rather than usability issues. Interface improvements implemented, but findings reframed problem at strategic level.

Outcome: Clear diagnosis of product-market misalignment.

Impact: Shift from UI focus to value-level discussion.

### 5. Tax & Budget Payment Service Evaluation (Confidential Bank)

Duration: 2023

Organisation: Large commercial bank (confidential)

Topic: SME tax payment service performance

Description:

Evaluated mobile and web tax payment service for sole entrepreneurs. Combined qualitative research and analytics review. Identified low organic usage and gap with competitor simplicity. Findings challenged internal assumptions about product effectiveness.

Outcome: Evidence-based reassessment of service quality.

Impact: Strengthened research position in strategic debates.

### 6. Payment Template Rationalisation (Confidential Bank)

Duration: 2023

Organisation: Large commercial bank (confidential)

Topic: Feature relevance evaluation

Description:

Conducted competitor benchmarking and user interviews to assess payment template usage. Identified declining relevance and behavioral reliance rather than necessity. Proposed automation alternatives covering core needs more effectively.

Outcome: Strategic case for reducing template complexity.

Impact: Evidence-supported feature rationalisation.

### 7. Electronic Document Workflow Research (Confidential Bank)



Duration: 2022

Organisation: Large commercial bank (confidential)

Topic: B2B digital document processes

Description:

Researched how businesses manage and sign documents digitally. Conducted interviews and mapped workflow friction across channels.

Identified unmet needs and structural inefficiencies.

Outcome: Insight base for document service refinement.

Impact: Improved understanding of cross-channel B2B workflows.

#### 8. Future Branch Concept Development (Confidential Bank)

Duration: 2022

Organisation: Large commercial bank (confidential)

Topic: Future-oriented physical banking hub

Description:

Conducted research and synthesised spatial analysis insights (performed by a colleague) to develop a concept for a technology-enabled, barrier-free financial hub with an educational component. Facilitated an ideation workshop to generate service concepts and structured the outcomes into a strategic concept portfolio. Structured the outcomes into a strategic service concept portfolio and consolidated all research insights and materials for handover to the project lead.

Outcome: Strategic concept portfolio delivered.

Impact: Long-term branch innovation direction defined (project paused).

#### 9. AI-powered Career Matching Platform (EdTech, later evolved into lezo.io)

Duration: May–August 2023

Organisation: Projector Product Team

Topic: Service design for AI-driven hiring platform

Description:

Led participatory service design to transform early-stage AI hiring idea into validated concept. Facilitated vision workshops, CJM development, competency modeling, and co-creation sessions with designers and employers. Structured candidate–company matching framework delivered.

Outcome: Validated MVP concept and matching logic.

Impact: Reduced ambiguity, aligned stakeholders, enabled MVP development (later evolved into lezo.io).

Links: <https://lezo.io/en>

#### 10. Future Taxi Service Strategy (Uklon – educational collaboration)

Duration: 2023

Organisation: Uklon (educational format)

Topic: Future-ready ride-hailing service concept

Description:

Conducted trend analysis, JTBD interviews, and blueprint mapping to explore 3-year future taxi experience. Identified systemic issues in driver experience and service consistency. Developed validated service scenario and implementation roadmap.

Outcome: Tested future service concept.

Impact: Evidence-based long-term strategic direction.

#### 11. NGO Donation Experience Redesign (Veteranka)

Duration: Service Design Sprint, 2023



Organisation: NGO "Veteranka" (women veteran movement)

Topic: Donation journey improvement

Description:

Conducted interviews with donors and NGO staff. Developed CJMs and personas to identify friction in donation flow and navigation. Designed and tested low-fidelity prototype improving transparency and trust perception.

Outcome: Prototype ready for development.

Impact: Clearer donation experience and improved credibility.

Links: Presentation: <https://www.figma.com/design/nH6xxsXQMn1brTD5qn9QJX/Veteranka-vol.2-design?node-id=401-4437&t=rFOXbmgvL28mzfn-4>

Prototype: <https://www.figma.com/proto/1sfy3kKmJEBKzFB541dZwy/Veteranka?node-id=132-4498&t=xjogMHwBUCdQEsFv-1&scaling=min-zoom&content-scaling=fixed&page-id=6574%3A4541&starting-point-node-id=132%3A4498>

12. B2B Statement Service Usability Evaluation (Confidential Bank)

Duration: 2023

Organisation: Large commercial bank (confidential)

Topic: Structural usability validation

Description:

Conducted interviews and competitive analysis to evaluate redesigned B2B statement service. Tested two structural prototypes using qualitative insights and SUM metric. Small sample and broad scope limited clarity of results, revealing methodological constraints.

Outcome: Identified evaluation design gaps.

Impact: Improved experimental design strategy for future structural testing.

Reflection:

Learned that structural alternatives require staged validation isolating core architecture before feature-level comparison. Recognized limitations of SUM with small samples and importance of rigorous experimental framing under time pressure.

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

2

**My philosophy as a trainer is:**

My training philosophy is grounded in learning-by-doing and contextual application. I believe service design can only be understood through practice inside real organisational constraints.

I focus on helping participants not just "learn methods", but understand when and why to use them, how to adapt them to complexity, and how to translate insights into decisions.

I work with real cases, live artefacts, and participant-owned challenges. My role as a trainer is closer to a facilitator and thinking partner than a lecturer: I create safe structures for sensemaking, reflection, and experimentation, while keeping teams accountable to outcomes, evidence, and impact.

Special attention is given to stakeholder alignment, research ethics, facilitation quality, and decision-making under uncertainty, as these are the most common failure points in service design practice.

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

Internal Service Design Enablement Workshops

Date: 2023–2024

Duration: 2–4 hours per session

Client: Internal product and service teams (banking organisation)

Participants: 6–15 per session

Focus: problem framing, customer journeys, service risks, research synthesis, decision framing

Links: NDA-restricted



Mentoring and Facilitation for Educational, Social, and Community Initiatives

Date: 2023

Duration: multi-session, project-based involvement (sessions that took place every weekend and lasted from 10 a.m. to 7 p.m.)

Context: non-profit, educational, and community initiatives

Participants: 6 people (each group has its own mentor)

Role: mentor and facilitator

Motivation: skill development as a facilitator and mentor

Focus: participatory workshops, service concepts, collaboration practices

Links: Unfortunately, I couldn't find it

Service Design Conference Workshop (Ukraine)

Date: 2023

Duration: 2-hour workshop format

Role: mentor and facilitator

Context: Service Design conference (Ukraine)

Participants: mixed-level practitioners

Focus: applied service design thinking

Links: Unfortunately, I couldn't find it

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

Ukrainian

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

Ukraine (remote)

**I cover the following topics during my training offerings:**

- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Service problem framing, User research strategy and planning, Qualitative and quantitative research selection, Interview preparation and interview guides, Conducting research interviews, Hypothesis formulation and validation, Insight synthesis and sensemaking, Translating research into product and service decisions, Collaboration and facilitation practices

**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:**

My educational approach is primarily based on my own professional cases and lived experience, rather than selling service design through external showcase cases.

I use:

Internal banking service design projects (NDA) to demonstrate long-term impact and organisational change.



Payment, onboarding, and reporting service initiatives to illustrate incremental service improvements.  
Social and community projects to show adaptability of service design beyond commercial contexts.  
Where external references are used, they serve as supporting material, not as the core narrative.

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

Customer journey mapping  
Ecosystem mapping  
Service blueprinting  
Co-creation workshop formats  
Insight clustering and sensemaking  
Opportunity framing and prioritisation  
Problem framing techniques  
Research planning frameworks  
Interview guide development  
Qualitative research methods  
Hypothesis-driven synthesis

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

Formulate clear service and product problems.  
Define appropriate research strategies.  
Choose relevant research methods (qualitative, quantitative, or mixed).  
Prepare and conduct research interviews.  
Synthesize findings into insights and hypotheses.  
Make design decisions based on qualitative and quantitative evidence.

**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:**

Observation of practical exercises.  
Review of created artefacts.  
Group reflection and feedback sessions.

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

Adapted facilitation techniques for mixed seniority and multidisciplinary groups.  
Simplified language and reduced use of English terminology after feedback from participants.  
Shifted focus from terminology to meaning, ensuring shared understanding rather than framework memorisation.

**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 Chapter Activity

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

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 Series  
Status: completed / accreditation in progress



Service Design Global Conference 2025

Service Design Conference (Ukraine)

Date: October 2023, 2024

Focus: service design practice, case sharing, community exchange

SDN-related learning and professional development

Continuous engagement with SDN case studies, publications, and professional materials as part of ongoing development

Other:

Active participation in Ukrainian and international professional communities focused on: Service Design, UX Research

Including peer learning sessions, expert discussions, and informal supervision formats.

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

Participation in Ukrainian professional communities focused on service design, UX research, and customer experience, primarily through online formats and community-based activities.

Engagement in peer-to-peer knowledge exchange, mentoring, and professional support, with a focus on practice sharing rather than public visibility.

Contribution to discussions and working sessions within communities such as: In-House Service Designers, R9 Research, Design Coffee / UX Coffee, CX Community (Ukraine)

My involvement is primarily practice-oriented and situational: I actively share experience when invited or when relevant to ongoing discussions, particularly in mentoring and facilitation contexts.

As a moderator and mentor in workshops and learning initiatives, I participated in structured experience-sharing sessions with other mentors, covering topics such as problem framing, customer journey work, workshop facilitation, and applied service design practices.

My contribution focuses on mutual learning, professional supervision, and capability building within the community, rather than public self-promotion or thought leadership positioning.

### I have participated as a speaker in the following events:

Guest lecture: Stakeholder Management

Client: Apollo Design School (Ukraine)

Language: Ukrainian

Format: lecture

Status: delivered; further collaboration planned

link to the event - <https://www.linkedin.com/events/7374097050319175680?viewAsMember=true>

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

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### Contact details:

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