

Self-assessment by
Jo Carter

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A summary about me:

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I currently work as a/at:

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My LinkedIn profile:

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My social media channels:

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My educational background:

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

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

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I have X years of working experience in service design:

10

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:



-

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

10

My philosophy as a trainer is:

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

-

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

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

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I cover the following topics during my training offerings:

- Definition of service design
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development
- Change management

My training participants typically have the following level of experience:

- Expert (recognised authority)



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

-

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

-

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

-

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:

-

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

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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:

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

-

I have participated as a speaker in the following events:

-

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

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