

SERVICE DESIGN PORTFOLIO

www.thinkservicedesign.co.uk

MICHAL J. STECKIW
SERVICE DESIGN LEAD

- SERVICE DESIGN
- DESIGN THINKING
- DIGITAL STRATEGY
- PROGRAM MANAGEMENT
- PROPOSITION DESIGN



WHAT IS DESIGN?

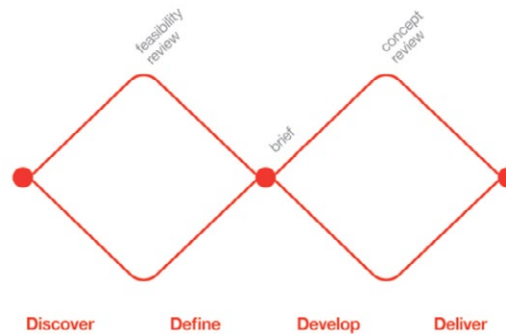
PROBLEM SOLVING: Ability to conceptualise and visualise the intangible. Understand the way things are now and imagine what and how those could be in the future. Application of both analytical and creative skills to define a solution.

HUMAN CENTRED: Using design thinking to co-create solutions that are right for people, organisations and the environment. Empathise with those who we are designing for; seeking inspiration from different perspectives and understanding business, technology, compliance and ethical implications.

Aiming for incremental or disruptive innovation through crossdisciplinary collaborative effort, building relationships and connecting ideas and experiences.

PRACTICAL SKILLS: The technical skills and abilities to enable the end goal to be reached. Making invisible visible and complex understandable and useable.

Making things desirable, convenient, enjoyable and communicating values that resonate with end-users, customers and business stakeholders. Applying principles and best practices in UX / UI design to enable delightful digital experiences.



ABOUT ME

Multidisciplinary senior design manager using service design, design thinking and program management methodologies to deliver business value and enable innovative customer centric services and propositions for high-net-worth clients, mass consumers and commercial business partners.

I have worked with designers and multidisciplinary digital teams since my first design-led role at the International Council of Design in Montreal.

My professional experience spans across digital, transformation and service design projects; first as a digital program manager and then as a service design senior manager improving existing services and designing new ones while applying various design and management methods and best practices core to service design toolkit.

I continue to expand my design expertise through participation in the [International Service Design Network](#) and my affiliation with the [International Council of Design](#).

LinkedIn Profile: www.linkedin.com/in/michalsteckiw/



**'Technology shows what could be done,
Design shows how it should be done.
You've got to start with the customer experience
and work back toward technology - not the other way around'**

SERVICE DESIGN & DIGITAL EXPERIENCE

2018 -2021



NatWest Group Coutts & Co.

Senior Innovations Delivery Manager for NatWest/ RBS Group and then Client Journey Strategy & Design Director for Coutts &Co (Private Bank) in London, UK.

www.coutts.com

2014-2016



The Coca-Cola Company Global Business Services (GBS)

Program Manager and Service Design Consultant contract role to setup, manage and deliver service design transformation program: 'Customer Services by Design' for Coca-Cola GBS.

2010-2012



OgilvyOne



Freelance digital project management contracts in London

- Ogilvy One
- Penna Communications
- World Design Capital
- SAGIA
- British Design Council

2016 -2018



Fidelity International

Senior Manager, Service Design role in the Global Client Experience team in London; driving transformation of service offerings through service design approach: improving existing and designing new service propositions for UK and European markets.

www.fidelity.co.uk

2012 -2014



Making Waves

Senior project management and design consultancy role for the Norwegian Communication, Design & Technology consulting company based in Oslo, Krakow and London, providing digital and service design consulting.

www.makingwaves.com

2007-2010



International Council of Design

Global project management role for the world organisation dedicated to professional design, with head office in Montreal, Canada

www.ico-d.org

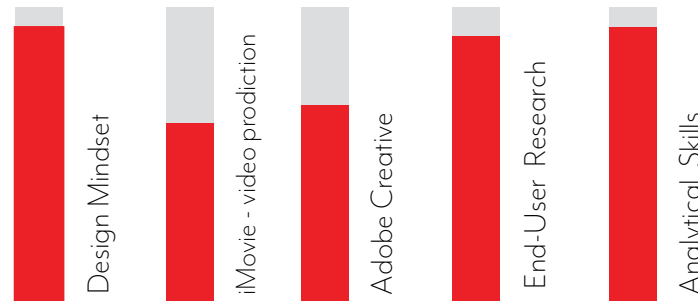
Skills

Creativity, critical thinking, empathy, flexibility, complex problem solving, business analysis, collaboration, visual communication design, ideation and co-creation. Knowledge of digital projects lifecycle (including agile and scrum) and UX design principles.

Language

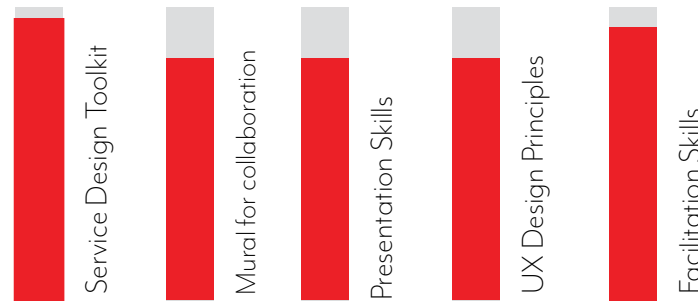
Design Skills

Practical skills and technical abilities leading to creative digital outputs. Service design requires both creative and analytical skillset.



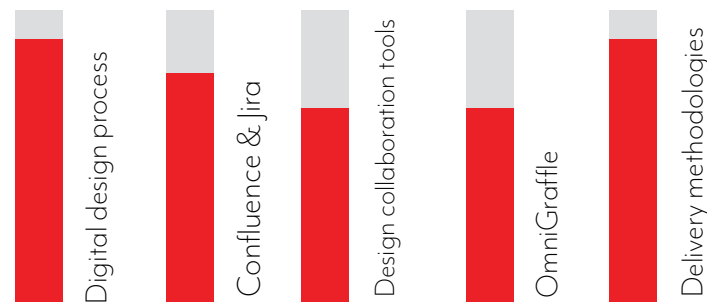
Design Leadership

Ability to convene and collaborate with both design and business stakeholders, joining dots between many perspectives, turning ideas into concepts and designs delivering value-add to end-users and organisations.



Digital Design & Delivery

Experience in managing and delivering end to end digital projects from initial exploration and brief, through design, testing and digital development.

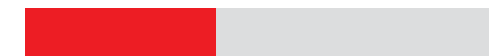


English & Polish

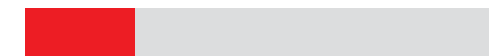
Native / Fluent



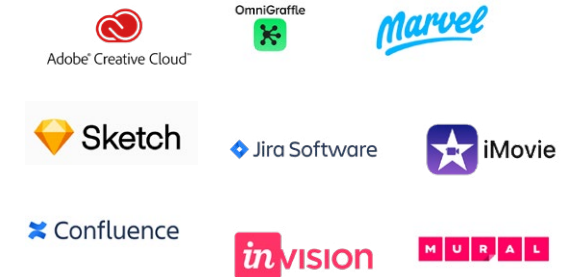
French



Spanish & German



Software Skills



Design Thinking & **Service Design**

Service Design & Design Thinking experience gained while delivering projects and designing customer propositions for global brands with distributed teams across various countries.



NatWest Group / Coutts & Co.

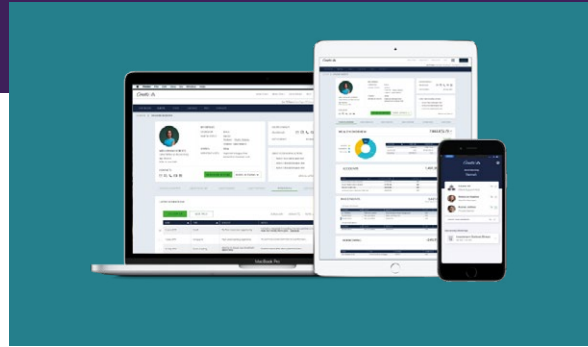
Brands:



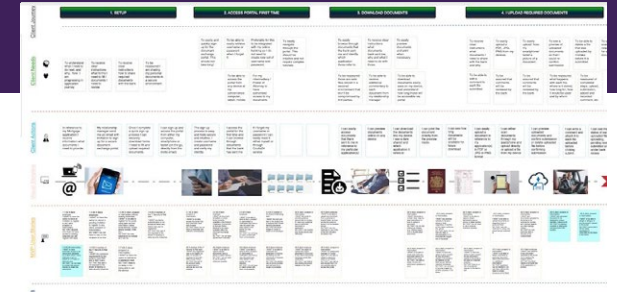
Years: 2018 - 2021 (LONDON)

DESIGN METHODS & TOOLKIT

- Customer and End-User Research (Interviews, Surveys, Feedback)
- Customer Journey Design
- Service Blueprint Design: translating desired To-Be experience into Epics, Features and User-Stories, processes and change requirements
- Customer (End-User) Personas
- Empathy Map
- Storytelling
- Synthesis Wall
- Prototyping leading to UX Design
- Defining user stories
- UX Testing
- Design workshop ideation canvas
- Synthesis Canvas / Walls



Senior managerial role within the Innovation & Solutions function for NatWest Banking Group; leading innovation across the bank franchises, exploring and developing new propositions in collaboration with NatWest businesses and technology partners to translate innovation objectives, complex problems and new technologies into new propositions for NatWest Group businesses. For each assignment managing a team of designers, researchers and technology SMEs to explore, design and test new concepts while applying Design Thinking toolkit and best practices.



PROJECTS

- Social Media Payments Proposition
- Experience Design for RBS Group Non-Executive Directors Onboarding
- Peace of Mind Client Digital Vault
- Coutts NextGen Project
- New Affluent Clients Proposition
- E-Forms Digitalising Client Applications
- Private Banking Digital Workplace for Advisors and Financial Specialists at Coutts & Co.



Leading open innovation across NatWest group, exploring and developing in collaboration with bank franchises and external partners to translate innovation objectives, complex problems and new technologies into new solutions for the business. Leading a team whose role is to disrupt thinking to design and deliver new products, services and business models.



in Recommendation

Michal brings a collaborative approach to both strategy and design. He engages well with stakeholders, listens to their requirements and re-engages to identify improvements. His design skills brought the project to life and ensured the stakeholders understood the vision and purpose prior to build. He challenges constructively to ensure process improvement, optimised user experience and has been a major contributor to on time and on budget delivery.

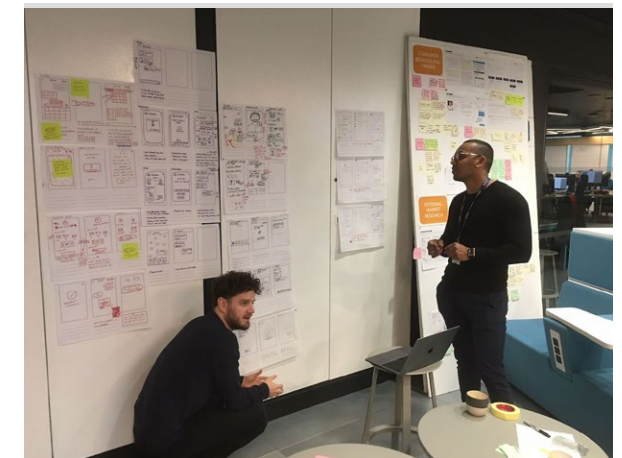
David Pallister - Client Needs & Advice Journey Lead at Coutts & Co. (2020).

SOCIAL MEDIA PAYMENTS PROPOSITION DESIGN

The top part shows a sequence of app screens for a payment process: Conversation, Extension D..., Enter Yap PIN, It's not, Send an Acc..., Choose acc..., Amount, Confirm, Open Bank..., Open Bank... The bottom part shows a WhatsApp chat with a message from David: "Gig was amazing last night! Thank you for buying the tickets. How much do I owe you?" followed by a "NatWest Yap" button. To the right is a diagram titled "A new payment tool" with the text "Make payments to your friends and family through WhatsApp and Facebook Messenger."

Enabling collaboration between design team, technology and business stakeholders to explore and define new propositions for NatWest / RBS Group franchise businesses including for retail and private banking.

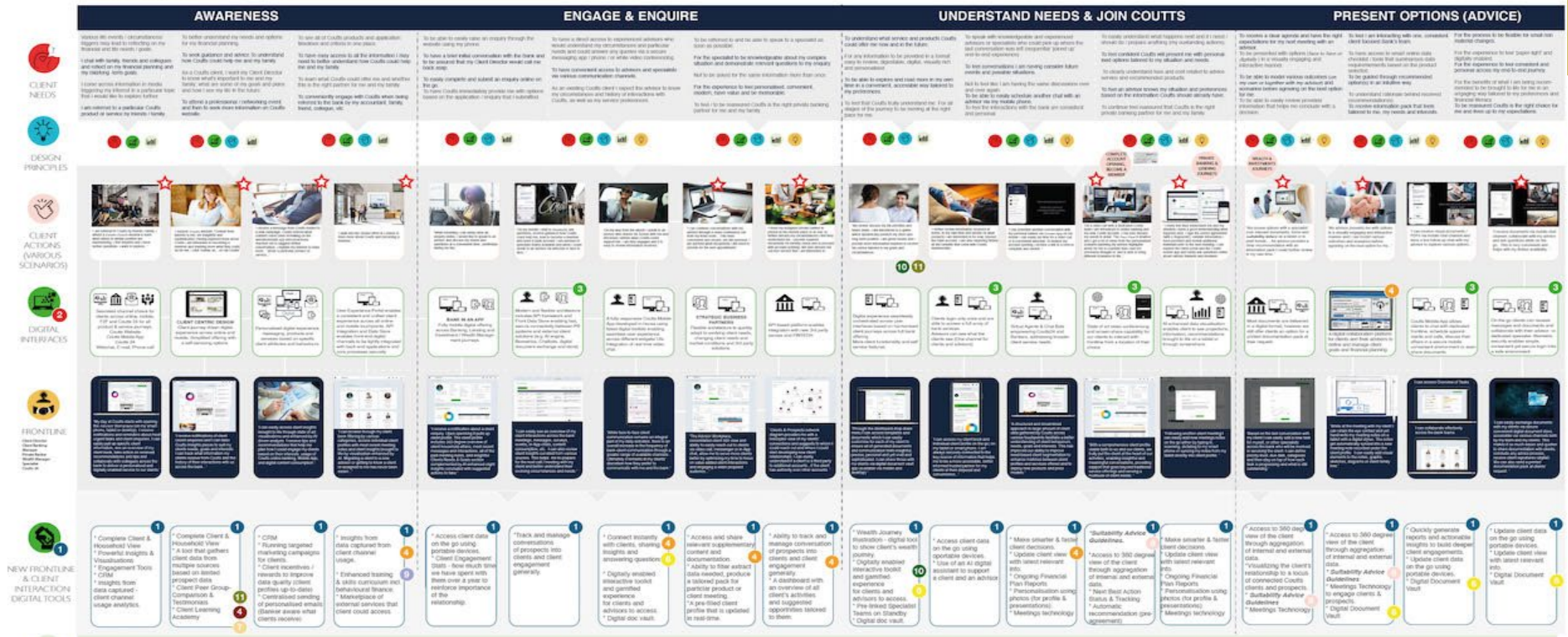
The document is divided into several sections: "A SIGN-UP", "IL ENTRY", "CUSTOMER JOURNIES: CUSTOMER NEEDS", "CUSTOMER JOURNIES: USER JOURNIES", "CUSTOMER JOURNIES: USER JOURNIES", and "CUSTOMER JOURNIES: USER JOURNIES". It includes a flowchart at the top, a series of user journey maps in the middle, and wireframes at the bottom.





Coutts

UNDERSTAND NEEDS AND ADVICE JOURNEY - 2023 VISION. New Client Experience



Defining and leading on delivery of a desired client experience for Coutts Wealth Management & Client Relationship business including digital transformation of Understand Needs & Advice Client, Client Onboarding and Banking Journeys through service design approach and digitalisation of advisor toolkit and client end-to-end journey.

Project Name
Understand Needs & Advice Client Journey

www.coutts.com/wealth-management.html

Years: **2019 -2021**

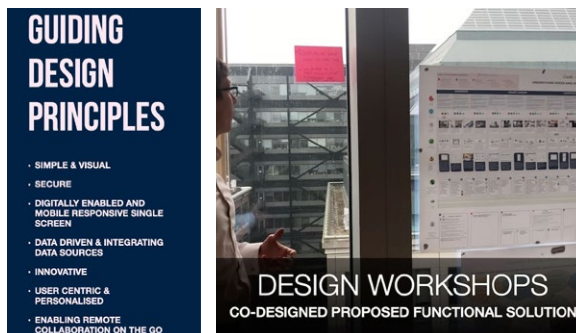
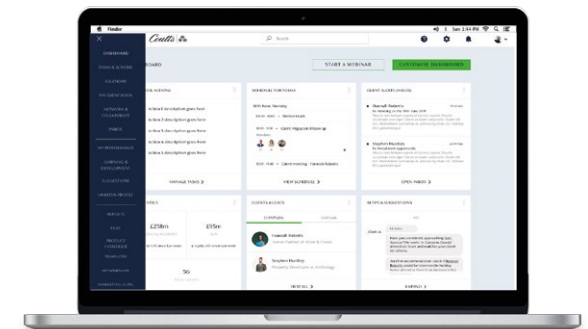
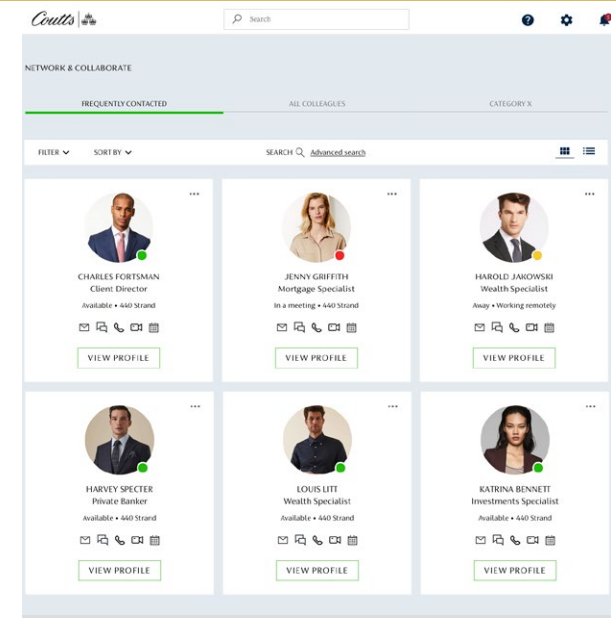
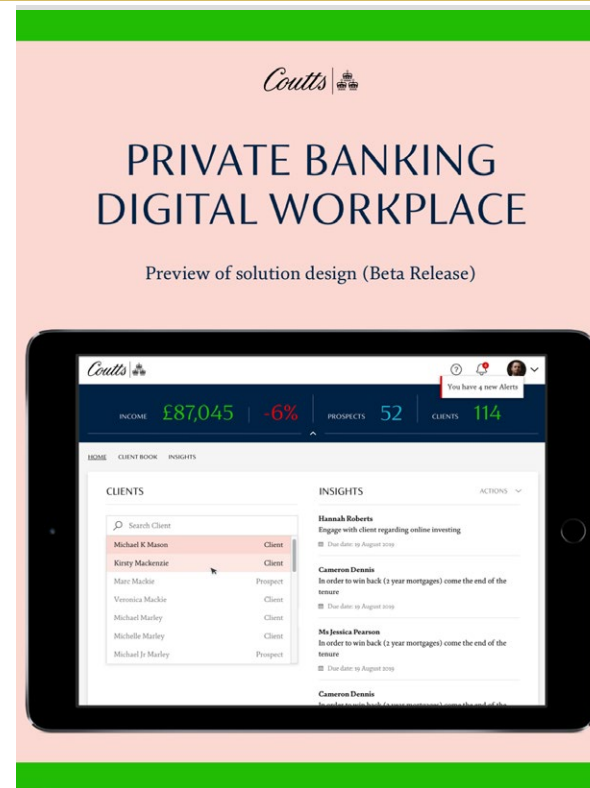
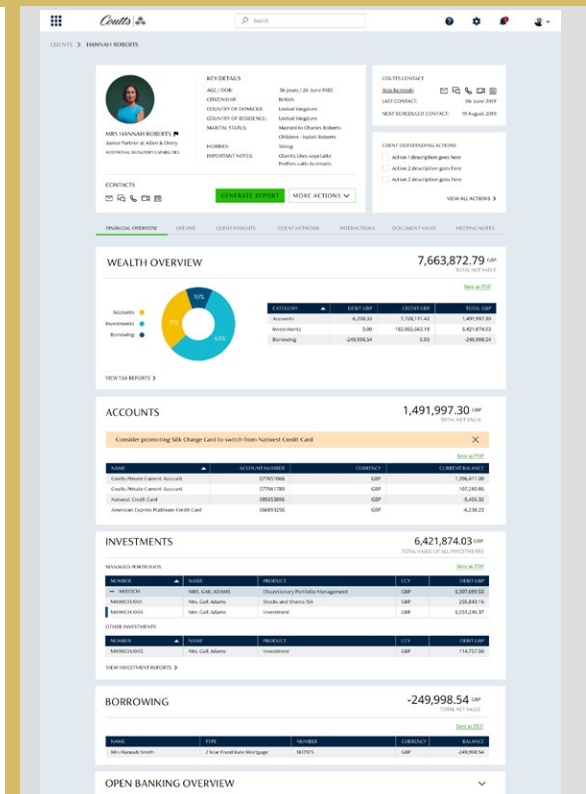
Created end-state detailed vision (To-Be Aspirational Blueprint) for client end-to-end experience ensuring that any decisions related to digital technologies are informed by design activities, customer and end-user insights. Managed program of work throughout key stages: Discovery, Define, Development and Delivery until first full deployment of the Private Banking Digital Workplace product. Convened, managed and collaborated with multidisciplinary program team in London and Zurich, including UX and UI designers, UX researchers, Information Architects and technology team.

PRIVATE BANKING DIGITAL WORKPLACE - CLIENT LIFECYCLE MANAGEMENT

Designing and delivering 360 View of a Client Lifecycle, their Wealth and interactions with the Bank, enabling client-advisor personal and digital interactions.

Retaining Product Owner and Design Expert role throughout product development and delivery, ensuring continuous improvement cycles and end-user feedback loops informing iterations and changes.

In collaboration with bank stakeholders, SMEs and executives defined a delivery roadmap for PB Digital Workplace and one colleagues eco-system of interconnected digital tools.



Leading best service design practice and guarding both service design and UX principles, ensured that the digital product was fully grounded in end-user insights and designed to respond to end-user and clients needs and expectations.

Throughout the project lifecycle identified opportunities for improvements and testing with users to deliver a solution that truly makes a different in day to day operations.

Design Journey for PB Digital Workplace Phase 1

Video Overview: vimeo.com/345761843

Password: Futureishere

Fidelity International Service Design



www.fidelity.co.uk

DESIGN METHODS

- Customer and End-User Research
- (Interviews, Surveys, Feedback)
- Empathy Map
- Storytelling
- Customer Journey Design & Mapping
- Service Blueprint Design: translating desired To-Be experience into Epics, Features and User-Stories, processes and change requirements
- Customer (End-User) Personas
- Brand North Star for CX
- Synthesis Wall
- Service Design Training Toolkit
- Service Design To-Be co-creation workshops
- Prototyping leading to UX Design
- UX Testing
- Ideation & Inspiration Cards
- Design workshop ideation templates / canvas

PROJECTS

- Personal Investing Client Journeys: CX improvements to existing offerings (ISA & SIPP products)
- Global Digital Wealth - Designing a new robo-advice proposition for affluent clients. Launched as Fidelity Wealth Expert.
- Designing Client Experience Rooms in Dublin and London.
- Designing Service Design Studio in London

DESIGNING IMPROVEMENTS TO CLIENT JOURNEYS AND CREATING NEW SERVICE PROPOSITIONS

Project Name

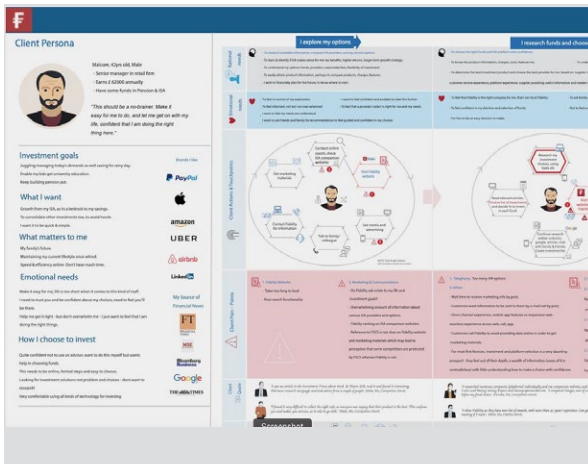
Personal Investing
Client Journeys (ISA, SIPP)
2016 -2017

Leading on service design activities to improve client experience across end-to-end client journeys for personal investing propositions in UK, including ISA and SIPP. Developing service design mindset within Fidelity.

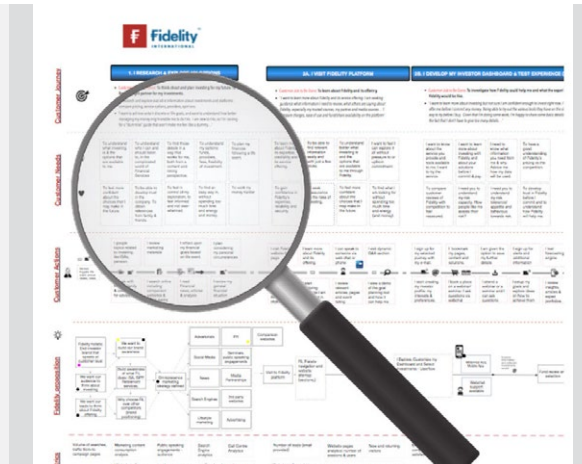
Project Name

Global Digital Wealth
Fidelity Wealth Expert
2017 -2018

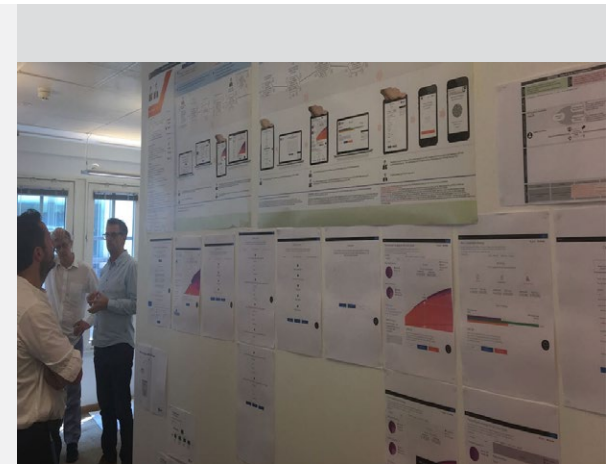
Designing a new digital first proposition for affluent clients in Germany and UK, taking a service design approach to defining vision and concept and translating developed service blueprint into Epics, Features and User-Stories (managed in Jira).



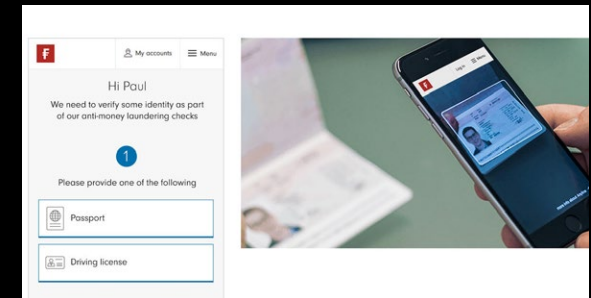
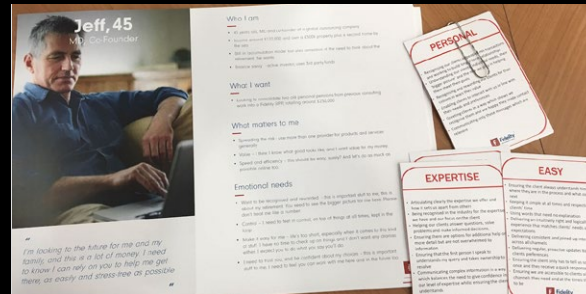
Example of As-Is Client Journey Map for Personal Investing capturing client insights and highlighting existing pain-points and opportunities for improvements and design.



Example of a detailed operational service blueprint developed along a new proposition design to define scope of further design and delivery work and align on Epics, Features and User-Stories to be delivered.



Feedback session around a 'To-Be' client journey map depicting new service proposition with high fidelity UX/UI designs for mobile screens and digital touch-points.



Role

Senior Manager,
Service Design

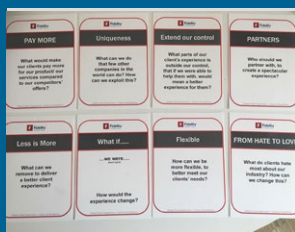
Years

2016 - 2018



Location

London based with
teams and stakeholders
in Dublin, Frankfurt, Delhi
and Luxembourg.



Ideaation & Inspiration Cards for
Service Design Workshops

Leading service design practice and service transformation activities within Global Client Experience team to design improvements to existing client journeys for personal investing propositions, as well as design new service offerings for UK and international markets.

- Initiated and led client experience transformation projects across Fidelity International using service design and agile program management methodologies.
- Managed end-to-end client experience journey mapping and re-design projects to orientate major business initiatives.
- Developed and embed service design and design thinking best practices and tools into the global centre of excellence.
- Managed design activities, including allocated designers and contractors.
- Managed client research: interviews, analysis, focus groups to shape and validate new proposition designs.
- Facilitated multidisciplinary client journey design workshops to define desired client experience.
- Developed detailed service blue-prints, process maps, client personas, and design specifications to shape scope of delivery.
- Presented specific design-led solutions to senior management and executives to secure funding and resources to deliver change.
- Proposed organisational changes supporting improvements to end-to-end client experience, including creation of client journey manager roles.
- Managed engagements through discovery and design retaining SME role throughout delivery.
- Designed and delivered service design trainings.

in Recommendation

My wholehearted recommendation of his design work is primarily based on his thorough understanding of service design and journey mapping, his outstanding organisational and delivery skills as well as his confident and personable stakeholder management. He has the ability to work with multiple business & technology stakeholders and convert concepts and ideas into meaningful delivery into the business that adds value and improves the Client Experience.

Mike Hakkens - Director, Global Client Experience - Fidelity International
Caralisa Woods - Head of Transformation, Fidelity International (2017)

DESIGNING END-TO-END NEW CLIENT PROPOSITIONS LEVERAGING SERVICE DESIGN TOOLKIT AND UX DESIGN PRINCIPLES



Aspirational Future State Client Experience Journey Map for Digital Wealth Proposition (v.1.1)



Client Persona (Draft)

Profile: Who am I?

- Senior manager in a large UK retail firm
- Salary of £80,000 and have £20,000 in my pension fund and around £10,000 in an ISA
- Just inherited £150,000 from the death of a grandparent that I need to invest, plus some other savings (ISA cash)
- Married, one young child
- Home owner, living in the South East, in a property worth £450k
- Live my life digitally, through my phone and screens
- Bank online, mostly through smartphone - it is simple and convenient
- Familiar with web chat and a frequent social media, messaging app user

Brands I like

- monzo
- amazon
- UBER
- Transferwise
- airbnb
- Virgin
- LinkedIn
- Google
- PayPal

What matters to me

- Maintaining my current lifestyle
- Looking ahead and setting some sensible goals for me and my family
- Moving to a bigger home and school fees are a priority for us at this stage in our lives
- Buying from brands such as Amazon, Virgin, Apple online that reflect my beliefs and values and that don't let me down. Trust is hard won, easily lost.
- Value for money. Cost is important. Need to know I'm getting good value

My needs

- Make it easy for me - I'll be too short, I don't have much time anyway, especially when it comes to this kind of stuff
- I need to really trust you, that you are there for me, and to feel confident in my decisions
- Help me get it right but don't overwhelm me, I'm not that interested in investment matters, it can all be quite off putting and there's far too much jargon and confusion.
- I need things clear and simple, don't make it hard.
- To feel in control, and informed, so I know what I need to know. And no nasty surprises, ever!
- Planning for the future and giving you my money is a serious business. Being able to talk to someone who knows what's going on will always be important, especially when things don't work out as planned. Sometimes you need a bit of support

How I choose to invest

- Online is fine - it's easy to do, I'm in control and it's at my pace, when, how and where I want it
- I'm not a novice, I've invested before, but I have some knowledge and opinions, but I'm not looking to do too much myself
- I've got little interest in - or time - to do much research, I want solutions, not problems and choices
- Don't want generic stuff, off the shelf - it needs to be really tailored to me and my investment needs
- Want to delegate the difficult stuff, like investment decisions, to someone I can trust and to know you're always on my case
- Wouldn't use a bank or a traditional ISA, I'm not sure you can really trust them, but I do listen to Friends and family

- Moments of Truth - moments in the client experience that are most emotionally charged, creating or changing an impression of your brand, service and the product. The most important experience touch points from a client perspective.

INTERACTION CHANNELS

- Interaction via computer
- Interaction via smartphone
- Conversation over the phone
- Interaction via tablet

CLIENT ACTIONS

- Browsing or sending an email
- Conversation with client support
- Taking action online
- Receiving forecasts, charts, or investment strategy
- Webchat
- Video webchat
- Filling online form/questionnaire



The Coca-Cola Company Service Design at GBS



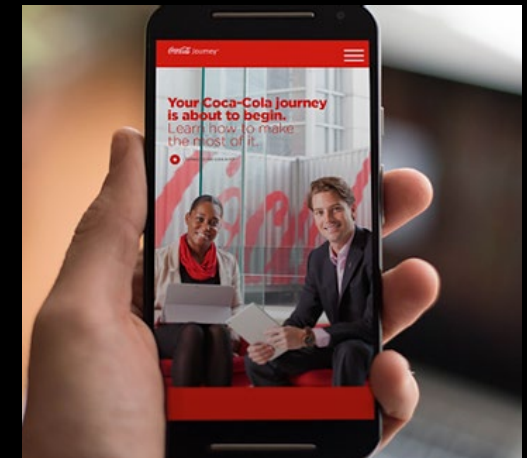
www.coca-colacompany.com

DESIGN METHODS

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(Interviews, Surveys, Feedback)
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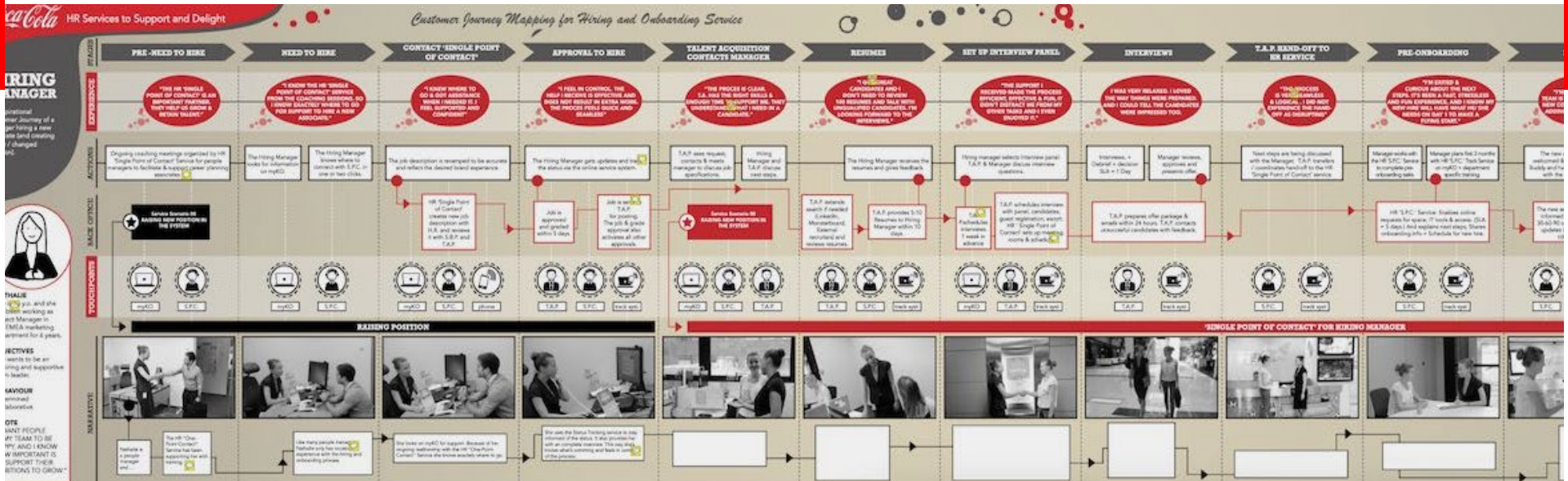
PROJECTS

- Customer Centric Services by Design - service design program for Coca-Cola Global Business Services operations
- Customer Journey Mapping for GBS
- Digital Design and Delivery for Global Employee Onboarding Experience.
- Service Design Trainings in Atlanta, London, Dubai, Warsaw and San Jose (2015-2016)



SERVICE DESIGN PROGRAM FOR THE COCA-COLA COMPANY GLOBAL BUSINESS SERVICES

End-to-end Customer Journey Mapping for Coca-Cola Global Business Services



Project Name

Custom Centric Services by Design

Years: 2014-2016

Problem / Opportunity

Taking a service design thinking approach to improve and innovate how Coca-Cola GBS hubs delivered services to business franchise partners and its employees. The goal was to embed the Coca-Cola brand experience in how GBS operates and eliminate customer and end-user pain-points.

Setup and managed the project and team including UX / UI designers, digital producers, change managers, business analysts, web development team and service centre SMEs.

Technologies in scope



Michal is a true professional and creative inspiration for both his project teams and key stakeholders. As a contractor he was consistently a great asset to all projects he was assigned to, bringing a clear understanding of how service design thinking methodology can help business needs and goals. He connected and kept engaged all project team members, subject matter experts and stakeholders in Atlanta, London, Dublin, Warsaw, San Jose and Manila. He is a strategic design thinker who looks not only at the problem at hand, but holistically from an all angles to define and develop a user centric solutions across digital and physical fusion.

Daniel Szokalski - Global IT Business Manager
The Coca-Cola Company (2015).





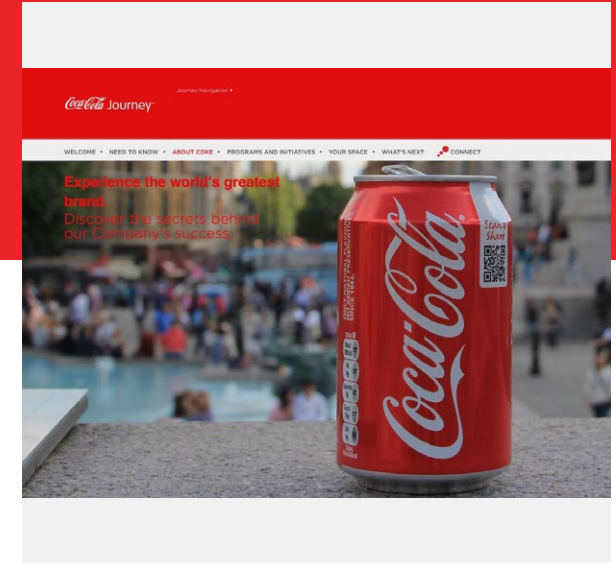
Microsites, Digital Content and Digital Journey

Enabling delivery of service design transformation program.



Global Digital Welcome Pack

Enabling desired experience when onboarding new customers and employees at The Coca-Cola Company.



Coca-Cola Journey Global Corporate Intranet

Designed changes and content for Coca-Cola global sites.



Designed and produced multimedia content

Supporting service design program and change management activities.

Examples: vimeo.com/user33148836



Service Design and Design Thinking Workshops

Including trainings and ideation workshops across Coca-Cola offices.



Customer Journey Maps and Service Blueprints

Identified pain-points and delivered improvements. Defined a vision for aspirational To-Be experience align with brand values.

Web & Digital Experience

Digital Design & Delivery

DELIVERED DESIGN-LED DIGITAL PROJECTS (2007 - 2015)

- VisitNorway.com
- VisitOslo.com
- HSBC
- KPMG Virtual Assessment Centre
- Coca-Cola
- Akker Solutions
- Planet Escape
- International Council of Design
- World Design Capital
- World Design Congress
- Ico-D Design Weeks in Doha, Brisbane & Vancouver

VisitNorway.com

Project Name

VisitNorway

Year Done

2012-2013

Project Name

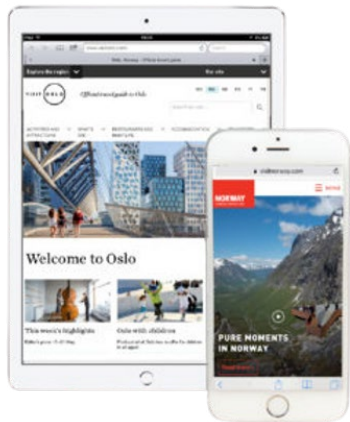
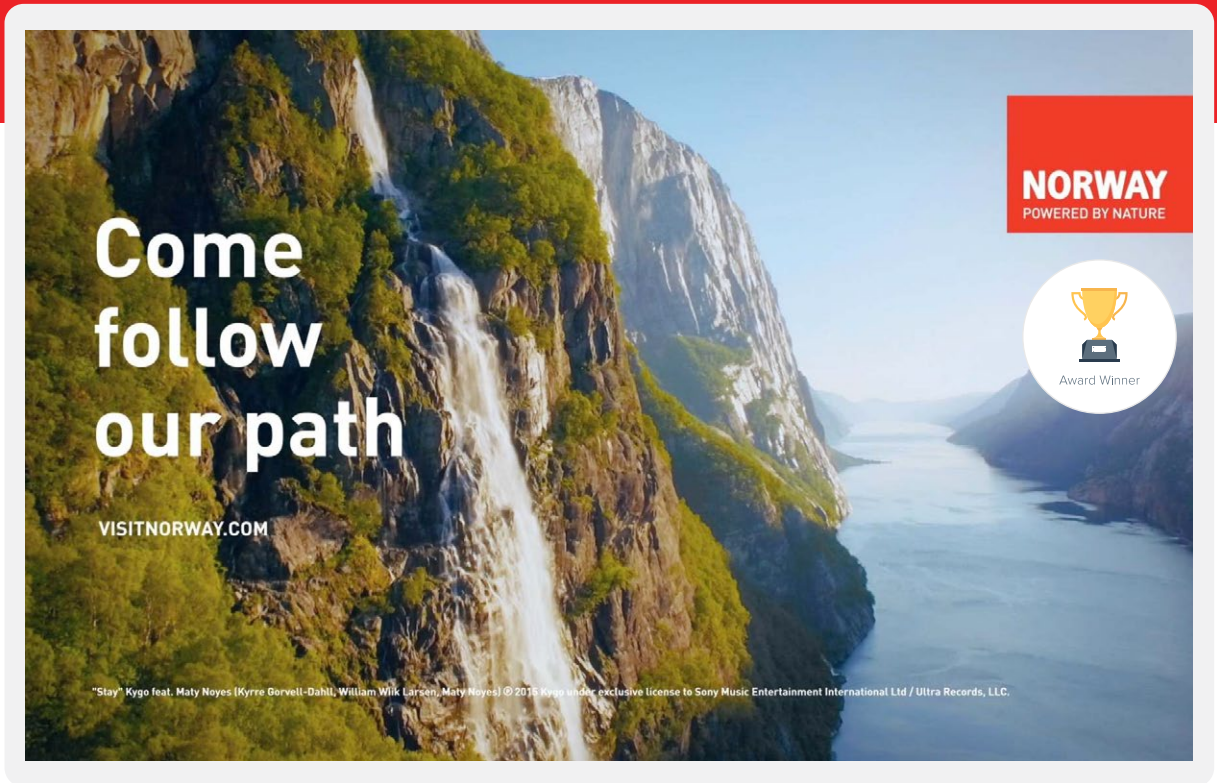
VisitOslo

Year Done

2013-2014

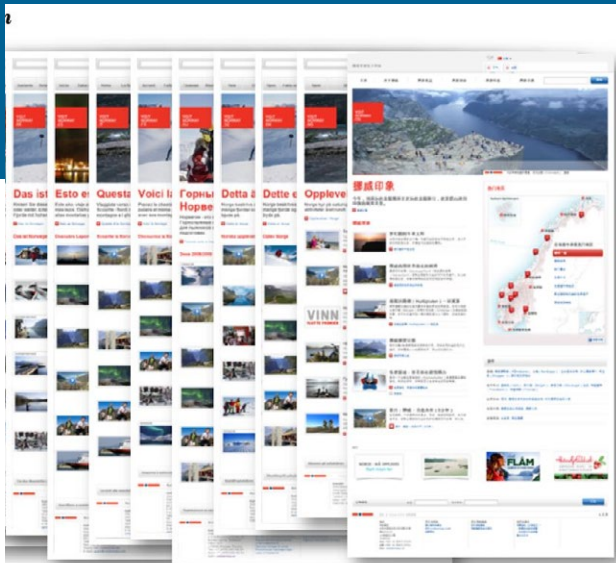
Motion

Managing design, development and content production team for multi-language travel portals www.visitnorway.com and visitoslo.com. Designing travel experience in partnership with 3rd party services.



Welcome to Oslo www.visitoslo.com

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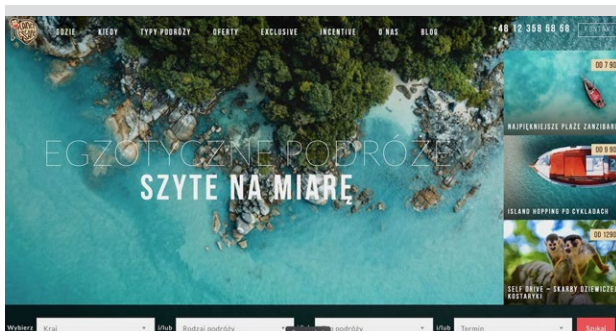


"Understanding the role of destination brand perception in the generation of tourism is vital to all businesses from the travel sector. A success of Visit Norway shows how powerful web can be in enhancing brand and providing information about destination and tourism related services to users worldwide."

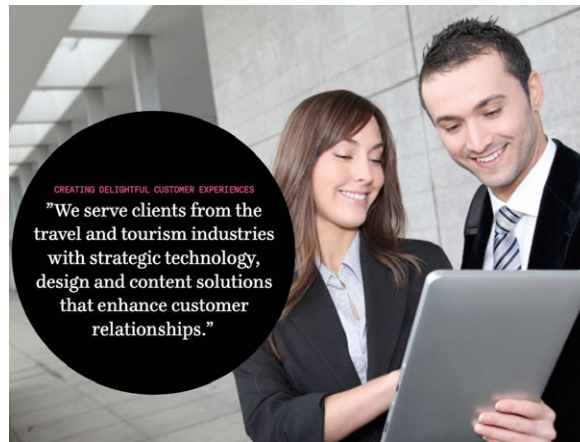
Michal Stecki, Senior Project Manager at Making Waves

PLANET ESCAPE

Designing an exclusive tailored holiday servicing agency proposition, including online portal, digital content for sale and marketing and service operations model.



DIGITAL DESIGN PROJECTS: Making Waves, Planet Escape, International Council of Design



CREATING DELIGHTFUL CUSTOMER EXPERIENCES
 "We serve clients from the travel and tourism industries with strategic technology, design and content solutions that enhance customer relationships."

MAKING WAVES

DESIGN - TECHNOLOGY - COMMUNICATIONS

Consulting

Making Waves

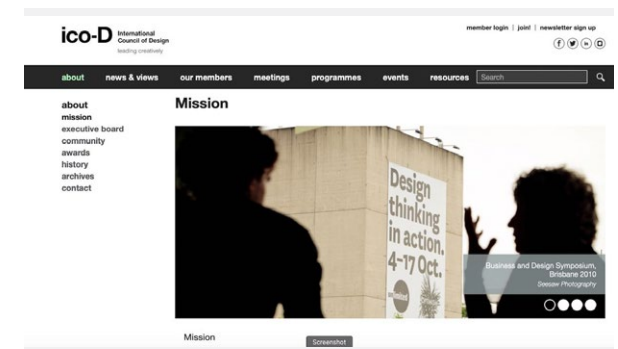
Years:

2012 - 2014

Senior project management and design consultancy role for the Norwegian Communication, Design & Technology consulting company providing digital and service design services.

ico-D International Council of Design

leading creatively



INTERNATIONAL COUNCIL OF DESIGN

The International Council of Design (leading creatively) is an international design organisation, founded in 1963 in London with international secretariat based in Montreal, Canada. It promotes design excellence and upholds the importance of design as a key medium for progressive social change. I worked for Ico-D between 2007 and 2010 as a projects and partnership manager responsible for international design events (World Design Congress and Design Weeks), online marketing and Ico-D portal. While working for Ico-D I started collaborating with multidisciplinary designers and embraced the design thinking methodology in my consecutive work.

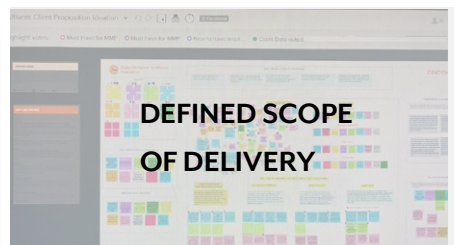
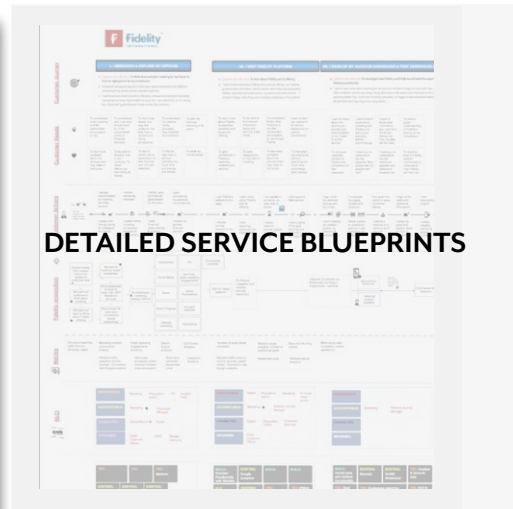
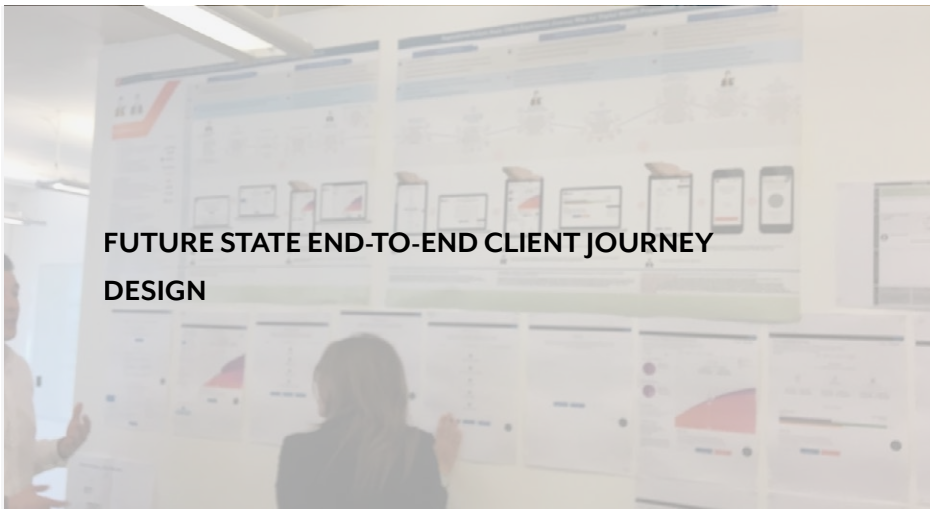
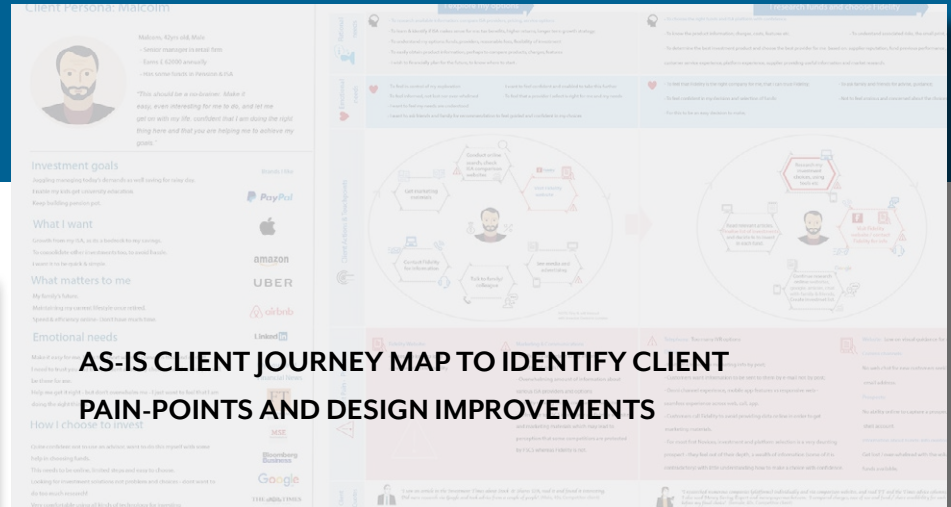
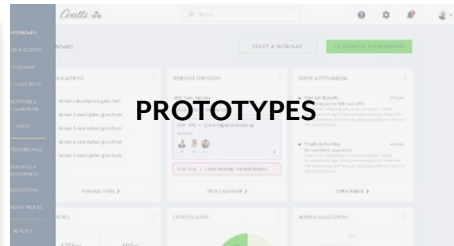
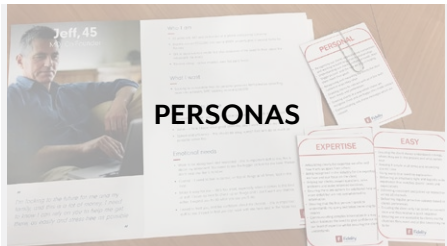
Service Design Artefacts

Examples

DESIGN METHODS CORE TO MY PROFESSIONAL DESIGN PRACTICE

- Empathy Maps & User / Customer Research
- Storytelling
- Customer Journey Design & Mapping
- Service Blueprint Design
- Customer (End-User) Personas
- Design North Star for CX
- User Stories
- Co-creation
- UX Testing
- Prototyping
- Synthesis Wall
- Ideation & Inspiration Cards
- Collaboration Wall / Space
- Design Workshop Toolkit & Canvas

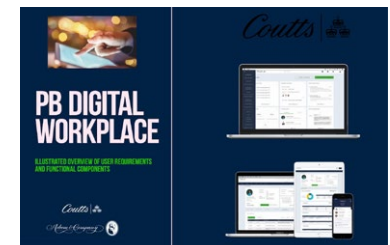
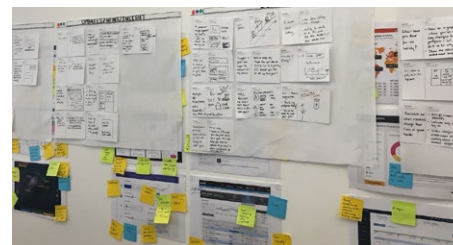
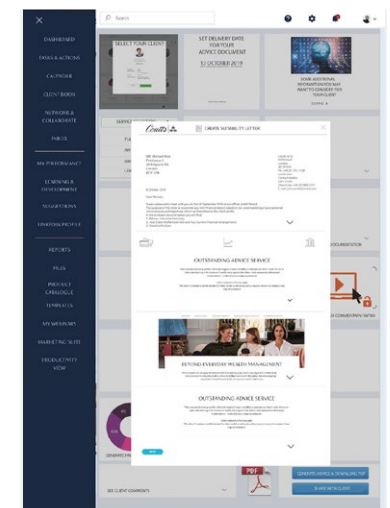
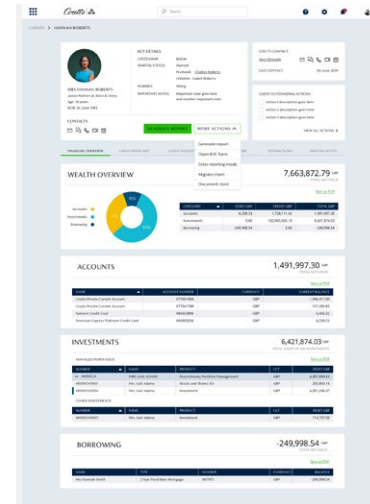
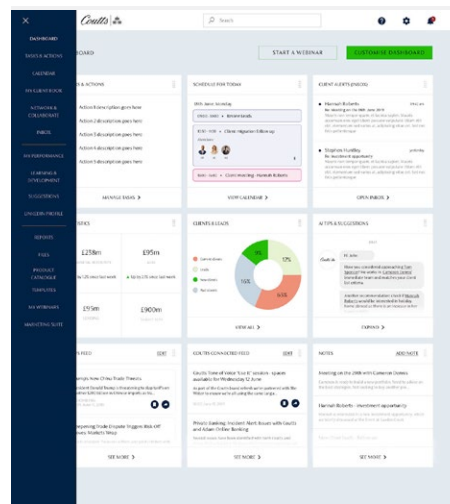
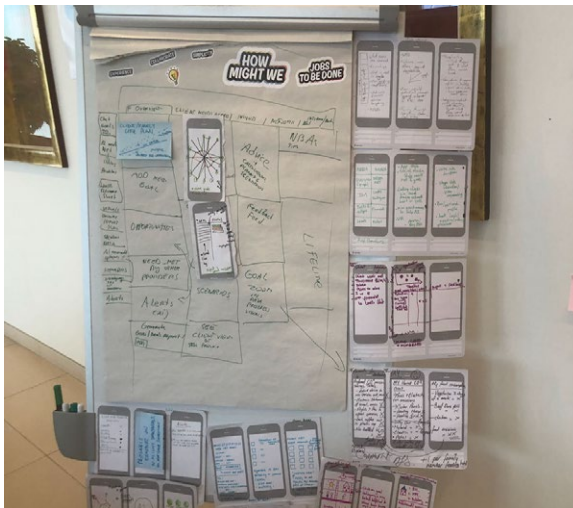
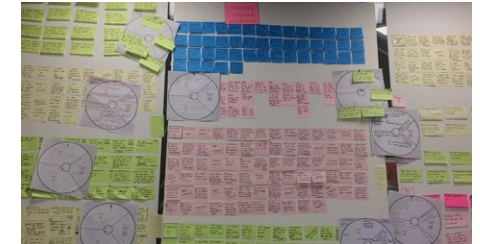
SERVICE DESIGN DELIVERABLES: TANGIBLE OUTPUTS FROM SERVICE DESIGN ENGAGEMENTS



FROM IDEA TO DELIVERY: SERVICE DESIGN JOURNEY AT COUTTS & CO.



Example of digital design progress while managing Private Banking Digital Workplace from initial design thinking workshops, defining vision and roadmap, through concept prototyping and then high fidelity user experience design.



Technology is empowering design collaboration and enabling delightful digital experiences like never before - transforming our abilities to envision and design new service or product propositions. Technology shows us what could be done. Design shows how it should be done. You've got to start with the customer experience and work back toward technology - not the other way around...

www.thinkservicedesign.co.uk

micah@thinkdesignmanage.com