

YOSEF SHUMAN

SERVICE DESIGN STRATEGIST

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SUMMARY OF EXPERIENCE

MARCH 2021

Yosef Shuman, a human-centered service designer, has more than a decade of experience in researching, designing, and delivering innovative services and experiences. He is passionate about uncovering the deeply rooted needs and desires of people, then working with providers to design experiences that are desirable, enjoyable, and effective for everyone involved. He has brought this passion to organizations across a wide range of fields, from education to finance, and restaurants to healthcare, in both public and private sectors. Additionally, as a practitioner of an emerging field in the United States, Yosef has been a thought leader and advocate for the value Service Design brings to the table: Presenting at events, leading workshops, and developing content for the greater design community.

SKILLS

SERVICE DESIGN	●●●●●	DESIGN THINKING	●●●●●
ETHNOGRPAHIC RESEARCH	●●●●●	INSIGHT GENERATION	●●●●●
HUMAN-CENTERED DESIGN	●●●●●	BRAINSTORM FACILITATION	●●●●○
WORKSHOP FACILITATION	●●●●○	JOURNEY MAPPING	●●●●○
SERVICE BLUEPRINTING	●●●●○	EXPERIENCE PROTOTYPING	●●●●○
IMPROVISATION TECHNIQUES	●●●●○	VISUAL DESIGN	●●●●○

JOB SUMMARY

Booz Allen Hamilton, Design Strategist	April 2017 – March 2020
Volcanic, Lead Service Designer	June 2014 – March 2017
Doberman, Service Design Consultant	October 2013 – December 2013
Savannah Mobile Locksmiths, Founder	January 2011 – March 2013
ZocDoc, UX Intern	June 2011 – August 2011
Public Policy Lab, Design Research Intern	June 2011 – August 2011

WORK & PROJECT HISTORY

Booz Allen Hamilton, Design Strategist April 2017 – March 2020

As a government consultant, I was responsible for design research and analysis, insight generation, participatory design, and experience prototyping activities around the improvement and development of innovative and human-centered government services and offerings.

- Centers for Medicaid and Medicare Services (CMS) – Continuous Improvement and Strategic Planning (CISPS) - Lead a team of CMS staff through a year-long service design project to study the ecosystem of offerings provided by CISPS and better understand their customers in order to improve their services. Deliverables include staff archetypes, design pillars, a customer journey map, a service blueprint, new models and tools for service delivery, and a piloting the new service offering.

- Booz Allen Hamilton – People Model – Worked with the People Model team to help them understand the uses, frustrations, and desires of employees across the company as they engaged with the People Model’s existing structures and nomenclatures. Created interview guides, led research, and ran synthesis to uncover improvement opportunities.
- United States Department of Agriculture (USDA) – Customer Experience Center of Excellence (CX CoE) – Worked within the CX CoE to institute CX projects in departments across the agency. Developed project proposals, letters of engagement, research plans, and supported the creation of an organizational CX strategy. Created a solution and prototype to improve the farm loan experience for farmers as part of a project for the Farm Service Agency (FSA).
- Tennessee Valley Authority (TVA) – Customer Analytics for Local Power Companies (LPCs) – Developed multiple design thinking workshops for both internal and external TVA stakeholders. Initially, teaching the design process to the TVA team, aligning them around a common goal, and setting them on a path to design customer-centric offerings. Later, working directly with their customers to inform short- and long-term strategic decisions.
- Booz Allen Hamilton – CSG Hiring Manager Experience – Researched the experience of those directly involved in Booz Allen’s hiring processes to uncover stakeholder frustrations, conflicting incentives, and other growth-hindering bottlenecks towards the firm’s aggressive hiring goals.

Volcanic, Lead Service Designer

June 2014 – March 2017

Developed and ran user research, client workshops, and customer insight translation to create experiences and customer interactions that expressed a brand’s identity.

- Tutorious – Helped an educational startup better understand the thoughts, feelings, and motivations of their stakeholders - leading to the creation of many innovative new offerings.
- Sonic – Developed and facilitated a co-creation workshop to inspire the next generation of Sonic’s in-stall and on-lot dining experiences.
- Hilmor – Redesigned their new tool and HVAC convention booth experience to improve flow, educational interactivity, and engagement.
- Hemme Bros. – Ran workshops to inspire the client and internal teams to develop branded on-farm experiences.
- Tide – Performed qualitative and desk research to uncover customer desires and untapped opportunities to strengthen brand loyalty through delightful experiences.

Doberman, Service Design Consultant

Sept 2013 – Nov 2013

Developed and ran user research, client workshops, and customer insight translation sessions to inspire new offerings for on-the-fence users.

ZocDoc, UX Intern

May 2011 – August 2011

Mapped out user experiences to predict and inform future product offerings. Created a system for promoting and managing internal collaboration based around service insights.

Public Policy Lab, Research Intern & Blogger

April 2011 – August 2011

Promoted and advocated for well-designed government services by sharing case studies at the intersection of American policy and human-centered design.

SCAD Sponsored Projects, Service Designer

Nov 2010 – March 2012

While pursuing a service design degree at the Savannah College of Art and Design (SCAD), I had the opportunity to participate in many projects sponsored by clients looking to partner with students to cultivate fresh, innovative ideas.

- *JCB North America* – Uncovered brand themes and customer touchpoints to design a friendly, engaging, and educational factory tour for potential buyers and their staff.
- *3M* – Imagined and developed valuable future contexts and novel interaction methods for new technologies in order to inspire in-house optimism, creativity, and innovation.
- *SCAD SafeRide* - Alleviated student fears and employee pains related to SCAD's under-utilized "free taxi" service.
- *ThincSavannah* – Organized and participated in a sponsored project for a local coworking space. By reframing business goals, brand values, and service touchpoints, we increased local event hosting, membership levels, and customer engagement.

EDUCATION

B.F.A., Service and Design; Savannah College of Art and Design 2012

A.A., Philosophy; Santa Fe College 2007.

SPEAKING ENGAGEMENTS

- *UXPA — Jay Customers & Antifragile Services Workshop*
Taught teams how to build services that resist abuse and improve over time.
- *CXPA — Experience Prototyping Pecha Kucha*
A crash course in the value and applications of experience prototypes.
- *Nerd Nite — Magic + Design*
An exploration of magical experiences, and their potential applications in design processes.
- *Global Service Jams*
Lead 48-hour service design workshops for students, designers, and local community members.
- *KC Chamber of Commerce — Designing Business Offerings that Resonate with People*
A lunch 'n learn introduction to service design.