

EXPERIENCE SUMMARY

Yosef Shuman is a human-centered service designer with over a dozen years of experience researching, designing, and delivering innovative services and experiences. Driven by a deep passion to create a happier world, Yosef seeks to understand people's needs and motivations, then applies these insights to design offerings that are desirable, enjoyable, and effective for everyone involved. Over the years, Yosef has had the opportunity to bring this passion to a wide range of industries in both public and private sectors. As one of the first service design practitioners in the US, Yosef has been an active thought leader and advocate for the value Service Design brings to the table; presenting at events, leading workshops, and creating educational content to help advance the field.

Core Skills

Service Design	Design Thinking	Human-Centered Design
Qualitative Research	Workshop Facilitation	Insight Generation
Journey Mapping	Service Blueprinting	Experience Prototyping
Strategic Roadmapping	Project Management	Design Training & Coaching

EMPLOYMENT OVERVIEW

Ford Motor Company, Service Designer	Jul 2021 – Present
Booz Allen Hamilton, Design Strategist	Apr 2017 – Mar 2020
Volcanic, Lead Service Designer	Jun 2014 - Mar 2017
Doberman, Service Design Consultant	Oct 2013 – Dec 2013
ZocDoc, UX Design Strategist Intern	Jun 2011 - Aug 2011
Public Policy Lab, Design Research Intern	May 2011 - Aug 2011

PROFESSIONAL LEADERSHIP & SPEAKING ENGAGEMENTS

- *Service Design DC — Organizer (current)*
Planning and facilitating events for a local chapter of the Service Design Network (SDN)
- *Global Service Jams — Local Organizer, Coach, and Lecturer (10+ years)*
Educating and guiding participants through an exciting 48-hour service design workshop
- *Educational Video — “What is Service Design?”*
Created the most popular YouTube video on service design, providing an introduction to the field
- *UXPA Workshop — “Jay Customers & Antifragile Services”*
Taught teams how to build services that resist abuse and improve over time
- *CXPA Pecha Kucha — “Experience Prototyping”*
Delivered a concise overview on the value and real-world applications of experience prototyping
- *Nerd Nite Lecture — “Magic + Design”*
Explored the application of magical experiences to the design of experiences.
- *KC Chamber of Commerce Lecture — “Designing Business Offerings that Resonate with People”*
Introduced service design through the lens of marketing

DETAILED EMPLOYMENT & PROJECT HISTORY

Ford Motor Company, Service Designer

July 2021 – Present

Responsible for guiding teams through the creation of innovative, human-centered transportation offerings and experiences.

- Model e – Electric Vehicle Ecosystems (current focus) - Providing thought partnership, strategy, and touchpoint development as the lead experience designer for multiple internal clients spanning both public and home charging ecosystems. Working with leadership to develop experience design principles and a comprehensive, end-to-end customer journey for alignment, tracking, and project prioritization.
- D-Ford – Next Generation Vehicle Design Opportunities - Defined experience-informed opportunity areas, design principles, and design requirements to inspire and guide valuable unique key differentiators in new vehicle offerings. Developed concepts and evaluative experience prototypes to excite and align stakeholders across the organization.
- Ford NEXT – Autonomous Vehicle Service Offerings - Researched, developed, and piloted new offerings that utilize and highlight the value of autonomous vehicle platforms in the ‘goods delivery’ space. Created principles and prototypes to validate and refine novel offerings and mapped system and service blueprints necessary to launch pilots with our partners.

Booz Allen Hamilton, Design Strategist

April 2017 – March 2020

Improved government-provided offerings to employees and citizens through service design consulting.

- Centers for Medicaid and Medicare Services (CMS) – Continuous Improvement and Strategic Planning (CISPS) - Led 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 suite of services. Created staff archetypes, design pillars, customer journey maps, service blueprints, new models and tools for service delivery, and an initial pilot of the redesigned service offering.
- 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 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) - Led the development of multiple design thinking workshops for both internal and external TVA stakeholders. Coached TVA’s team in the design thinking processes in order to align them around common goals, and set them on the path to designing more customer-centric offerings. Then worked with their customers to inform short- and long-term strategic decisions.
- Booz Allen Hamilton (Internal) – People Model - Worked with the People Model team to help them understand the variety of 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.

Volcanic, Lead Service Designer

June 2014 – March 2017

Launched a consultancy that designed business offerings and experiences that expressed a client’s brand identity through every customer interaction.

- Tutorious – Helped an educational startup better understand the thoughts, feelings, and motivations of their stakeholders - leading to the creation of 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 – Improved flow, educational interactions, and engagement for Hilmor’s “New Tool & HVAC Convention Booth” experience.
- Hemme Bros. – Developed and ran a series of workshops to inspire the client and their internal teams to develop branded on-farm experiences.
- Tide – Uncovered customer desires and untapped opportunities to strengthen brand loyalty through delightful experiences related to Tide’s brand values.

Doberman, Service Design Consultant

Oct 2013 – Dec 2013

Led research to uncover insights around Kickstarter creators to inform the creation of new offerings.

ZocDoc, UX Design Strategist Intern

June 2011 – August 2011

Predicted and informed future product offerings. Created a system for promoting and managing internal collaboration based around service insights.

Public Policy Lab, Design Research Intern

May 2011 – August 2011

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

SCAD Sponsored Projects, Service Designer

Nov 2010 – March 2012

Participated in many projects sponsored by clients looking to partner with students to cultivate fresh, innovative ideas.

- JCB North America – Designed 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 through policy improvements and scripting.
- ThincSavannah – Increased local event hosting, membership levels, and customer engagement at a local co-working space by reframing business goals, brand values, and service touchpoints.

EDUCATION

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

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