

# SERVICE DESIGN

## PORTFOLIO

[www.thinkservicedesign.com](http://www.thinkservicedesign.com)

**MICHAL J. STECKIW**  
SERVICE DESIGN  
MANAGEMENT & CONSULTANCY

- SERVICE DESIGN
- DESIGN THINKING
- DIGITAL TRANSFORMATION
- PROGRAM MANAGEMENT
- CUSTOMER EXPERIENCE
- USER JOURNEY DESIGN
- DIGITAL PRODUCT 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, for end-users and a business. Application of both analytical and creative skills to define a solution to a problem.

## HUMAN CENTRED DESIGN

Design thinking approach enables creation of solutions that are right for people (end-users) and organisations.

Any design effort is embedded in research findings to better understand customers and end-users, define customer journeys and key jobs-to-be-done.

Generative research helps to empathise with those who we design for: seeking inspiration from different perspectives to understand business and customer needs, emerging technologies or compliance.

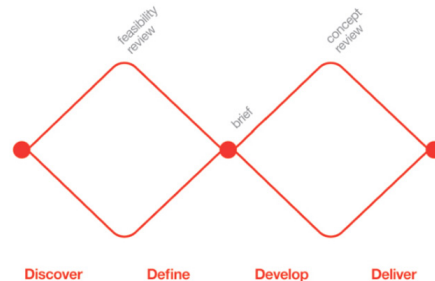


## PRACTICAL DESIGN SKILLS

The technical skills and abilities to enable creation of low-fidelity concepts and high-fidelity designs for digital solutions.

Making things desirable, easy to use, aesthetic, enjoyable, while projecting values that resonate with end-users, customers and business stakeholders.

Applying principles and best practices in UX design to enable intuitive and delightful digital experiences.



*'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'*

## ABOUT ME

Multidisciplinary service design and digital transformation leader with expertise in customer journey design, service blueprints, user experience, user research, design thinking and program management methodologies: enabling innovative customer centric products and services.

Hands-on team management and leadership experience while working for multinational organisations across various industries and locations.

*I have worked with designers and digital transformation teams since my first design-led role at the International Council of Design in Montreal, followed by various service design, innovation and project delivery roles in London and Barcelona.*

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

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



# EXPERIENCE OVERVIEW: SERVICE DESIGN & DIGITAL TRANSFORMATION

2022 -2024  
Barcelona, ES

## PepsiCo Digital Hub



### Service Design Director

Led a local service design team enabling user-centric digital transformation across PepsiCo digital products and services for both external customers and internal users.

[www.pepsico.com](http://www.pepsico.com)

2018 - 2022  
London, UK

## NatWest Banking Group, Coutts & Co.



### Client Journey Strategy & Design Director

at Coutts&Co, led digital transformation of client journeys and customer experiences for private banking.

[www.coutts.com](http://www.coutts.com)

### Senior Innovations Delivery Manager

[www.natwest.com](http://www.natwest.com)

2016 - 2018  
London, UK

## Fidelity International



### Service Design Senior Manager

Role in the Global Client Experience team; transforming customer experience with service design approach: improving existing and designing new services for UK and European markets.

[www.fidelity.co.uk](http://www.fidelity.co.uk)

2014 -2016  
London, UK

## The Coca-Cola Company



### Program Manager and Service Design Consultant - contract

Managed and delivered global service design digital transformation program for GBS.

[www.coca-colacompany.com](http://www.coca-colacompany.com)

2012 - 2014  
Krakow, PL

## Making Waves



### Senior Project Manager and Design Consultant

for the Norwegian Communication, Design & Technology consulting company based in Oslo, Krakow and London.

[www.makingwaves.com](http://www.makingwaves.com)

2007-2012  
Montreal, CA

## International Council of Design



Global project management role for the world organisation dedicated to professional design, in Montreal.

[www.theicod.org](http://www.theicod.org)



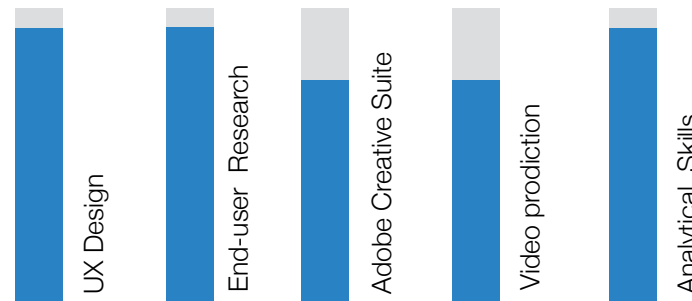
Freelance digital project management contracts in London, UK.

# SKILLS

Creativity, critical thinking, empathy, complex problem solving, business analysis, collaboration, visual communication design, workshop facilitation, ideation and co-creation, visual presentations. Knowledge of digital projects lifecycle (including agile and scrum), UX design principles and service design toolkit, web and emerging AI technologies.

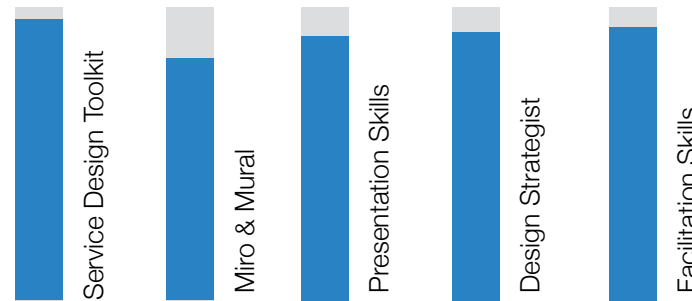
## DESIGN SKILLS

- Practical skills and technical abilities enabling creative digital outputs.
- Service design requires both creative and analytical skillset.



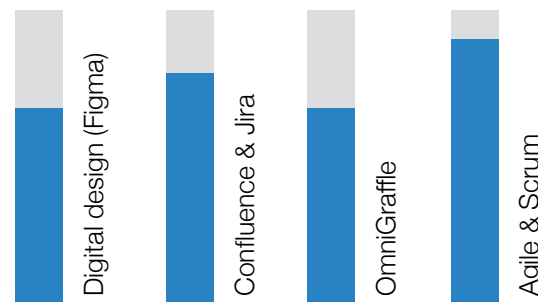
## DESIGN LEADERSHIP

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



## DIGITAL DESIGN & DELIVERY

- Experience in managing and delivering end-to-end user centric digital projects; from initial exploration, discovery research and business case, through design, testing and digital development.



## LANGUAGE SKILLS

### English & Polish

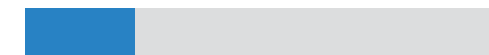
Native / Fluent



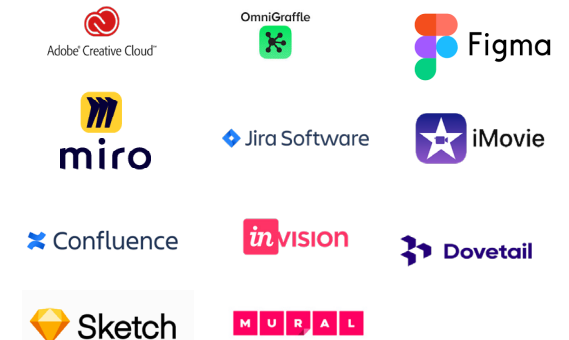
### Spanish



### French



## SOFTWARE SKILLS



# SERVICE DESIGN



Service Design experience; delivering digital transformation projects and designing new services for global brands across markets and industries including financial services and FMCG.



# Pepsico

## STRATEGY & TRANSFORMATION



# PEPSICO

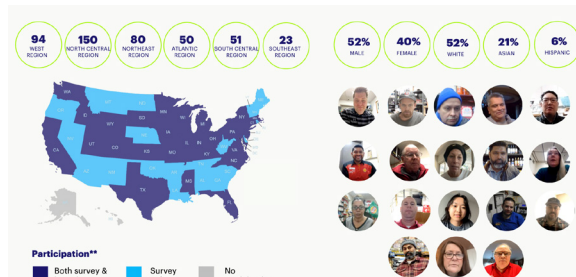
## DIGITAL HUB

### BARCELONA

**Role: Service Design Director**  
Years: 2022 -2024 (Barcelona)

### DESIGN METHODS & TOOLKIT

- Customer and User Research (Generative and Evaluative)
- Customer Journey Design
- Service Blueprint Design: translating desired 'to-be' experience into epics, features and user-stories, processes and change requirements.
- Customer (User) Personas
- Customer Journey Mangmnt.
- Discovery Research
- Visual Storytelling
- UX Design & Prototyping
- High Fidelity Designs in Figma
- UX Testing
- Service Design workshops
- Ideation Walls
- Video and animations production



- Service Design Lead for PepsiCo Digital Hub in Barcelona: led a multidisciplinary SD team to design new digital solutions for PepsiCo and enable user-centric digital transformation across sales, marketing and supply chain.
- Using design thinking to tackle business problems and define potential digital solutions to identified opportunities (research, workshops, customer journey mapping, proposition design).

### RESEARCH & CUSTOMER JOURNEY DESIGN

- Managed end-user / customer qualitative and quantitative research to analyze and capture 'as-is' customer journeys in visual format and to identify opportunities for improvements and new digital features (across Europe and North America B2B sales and manufacturing operations ).
- In collaboration with cross-functional teams defined customer journeys for digital solutions including PepsiCo B2B loyalty program and digital ordering.

### Digital Ordering Journey

**1. Check Missing Products**

**CUSTOMER NEEDS**

- Assess product availability in the store or if the store not dispenses the clients.
- Ensure good quality of inventory online that does not have expired products.
- Ensure enough stock in store and good product quality particularly well for weeks.

**CUSTOMER ACTIONS**

- Review product details.
- Identify products to order.
- Search for desired products.
- Confirm PepsiCo has the product.

**2. Find New Best Deals**

**CUSTOMER NEEDS**

- Take advantage of existing processes to offer the best products to their search.
- Stay on top of innovations so they can stand out from other competitors.
- Save time as much as possible while ordering and wait for other new opportunities.

**CUSTOMER ACTIONS**

- Make use of discounts are available.
- Evaluate and review products available.
- Check suggested products.
- Check most have in Perfect Store.

**3. Order Products**

**CUSTOMER NEEDS**

- Find reassured that he will receive exactly what he needs at the right time.
- Ensure delivery date is adequate for time to receive the order in the store.

**CUSTOMER ACTIONS**

- Add selected products to basket.
- Confirm list and cost of products.
- Confirm all discounts are applied.
- Confirm delivery date.
- Confirm location of points for this order.
- Checkout.

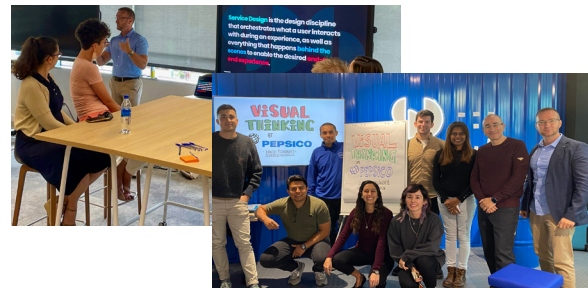
**4. Receive Products & Points**

**CUSTOMER NEEDS**

- Ensure all products ordered on the app are delivered in the right quantities.
- Ensure best display for products to be sold.
- Ensure that machine reflects all discounts so this will be used in future orders.
- Check & sign delivery note & invoice.
- Help recommend for ordering when he is getting the correct amount of points in the best.

**CUSTOMER ACTIONS**

- Wait for delivery truck on the delivery date.
- Display new products to catch attention.
- Organize remaining products to be sold in store.
- Check & sign delivery note & invoice.
- Check app to verify the total point amount.



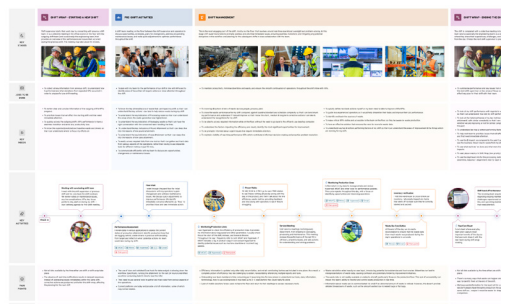
**Business Need:** To accelerate digital evolution of Pepsico leveraging AI and data science capabilities, while focusing on end-user and customer experience; to deliver new digital solutions enabling growth and efficiency.

**Approach:** Service Design methods to research business opportunities and needs, define new solutions, detail interactions for user flows and customer journeys, to deliver user-centric, intuitive and aesthetically enjoyable digital solutions across Pepsico operations.

**Sara**  
Traditional trade store owner

Sara owns a multi-million dollar store inherited from her parents. She has been running the business with her husband for 5 years and has one employee that helps on a part-time basis. She has a weekly sales rep visit, and he encourages her to use PepsiConnect to meet targets and earn points. She is keen on the rewards that PepsiConnect offers to accumulate enough points this year to order a couple of pre-paid cards. To get these points, she focuses mostly on monthly targets, product campaigns, the roulette games and videos. She is not keen on other games or surveys as they require most of her time.

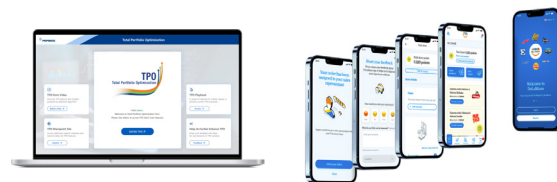
- 1. Check Reward**
  - CUSTOMER NEEDS**
    - Find a reward that motivates her enough to make an effort to earn it.
    - Ensure the points needed are feasible for her considering her average sales.
    - Redeem all her points before end of year to take advantage of bonus points.
  - CUSTOMER ACTIONS**
    - Check reward catalog.
    - Validate price or promotion each reward.
    - Confirm which reward she wants to achieve.
    - Check how many points the bar today.
    - Validate how she has gotten most points.
- 2. Meet Objectives**
  - CUSTOMER NEEDS**
    - Average sales possible by placing orders through the app instead of sales rep.
  - CUSTOMER ACTIONS**
    - Check feasibility of monthly target.
    - Look for relevant product campaigns.
    - Order products through the app.
    - Track weekly sales through sales rep.
- 3. Other Activities**
  - CUSTOMER NEEDS**
    - Activate as many points as possible.
  - CUSTOMER ACTIONS**
    - Play the roulette game twice a day.
    - Watch all videos made available.
- 4. Receive Reward**
  - CUSTOMER NEEDS**
    - Exchange points for prize.
    - Ensure prize is delivered to a convenient time.
  - CUSTOMER ACTIONS**
    - Load desired prize to cart.
    - Pay with point exchange process.
    - Confirm desired prize to point card.
    - Validate prize delivery date.
    - Receive pre-paid card.
    - Activate pre-paid card to start using it.



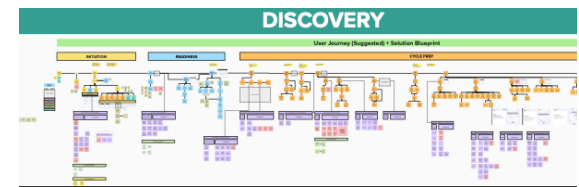
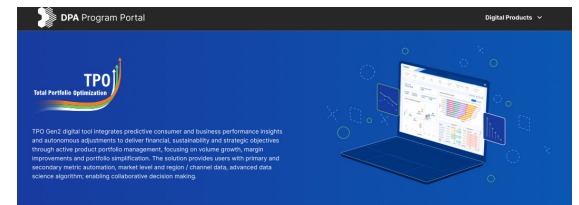
## USER CENTRIC DIGITAL SOLUTIONS

Managed design squad allocated to HCT Digital Transformation program, to design new HCT digital solutions powered by advanced data science algorithms to enable data informed product decisions, optimisation of manufacturing labor and supply chain management.

- Business and end-user discovery research to define jobs-to-be-done and new features responding to business needs.
- UX Design and Prototyping in Figma.
- Delivering high fidelity designs to enable intuitive, aesthetic user-centric digital experience.
- Collaborating with Product Team and Data Science to define solution roadmap, epics, features and user stories.



## PEPSICO PRODUCT PORTFOLIO OPTIMIZATION



## in Recommendation

Michal's leadership and expertise stood out, making him the first person I went to for advice and partnership in all topics related to service design. He brought a deep understanding of user-centered design principles, program management as well as a strong ability to collaborate across teams and geographies...I highly recommend Michal for roles that require user centric innovation, focus on customer journey optimization and digital transformation.

*David Catrini - Global Data and AI Analytics Product Director at Pepsico. (2025).*

# NatWest Group / Coutts & Co.

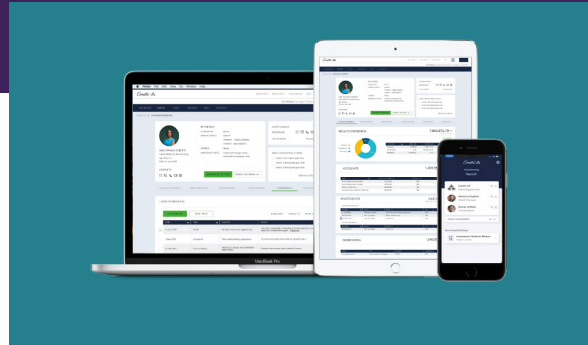


**Role: Client Journey Design & Strategy Director, Senior Innovations Delivery Manager.**

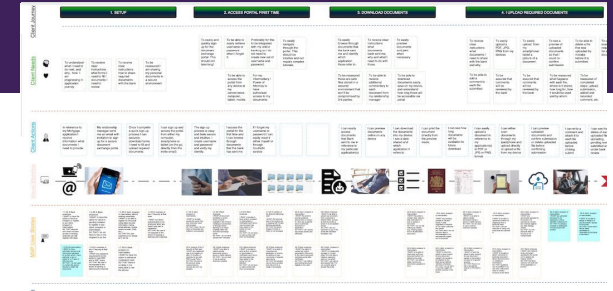
Years: 2018 - 2022 (London, UK)

**DESIGN METHODS & TOOLKIT**

- Customer and User Research (Interviews, Surveys, Feedback)
- Customer Journey Design
- Service Blueprint Design
- Customer Personas
- Empathy Map
- Storytelling
- Synthesis Wall
- Prototyping / UX Design
- Defining User Stories
- UX Testing
- Design workshops & ideation
- Design Strategy
- Business Engagement

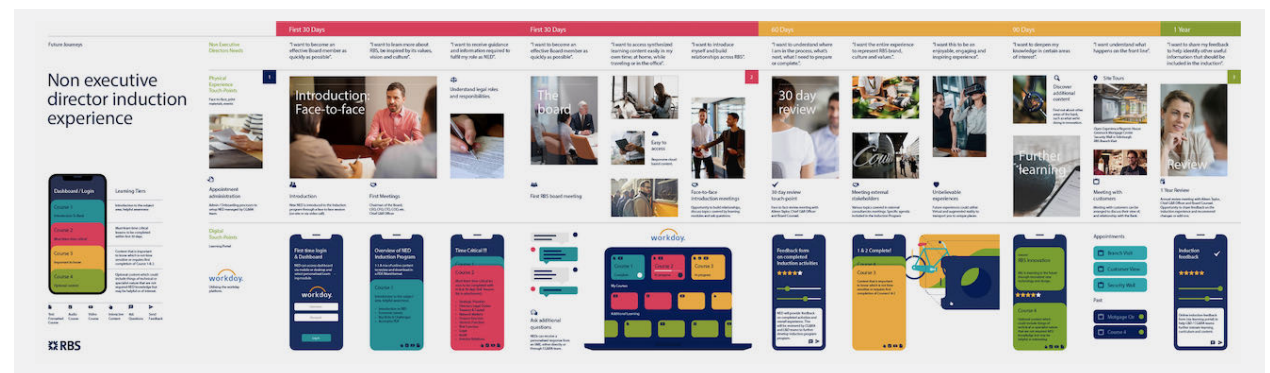


- Joined the bank as a senior manager within the Innovation & Solutions function for NatWest Banking Group; leading innovation across the bank, exploring and developing new propositions in collaboration with businesses and technology partners to translate innovation objectives, complex problems and new technologies into new propositions for NatWest customers.
- In 2019 moved to private banking division as a Client Journey & Strategy Design Director.



**PROJECTS**

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





**Business Need:** Lead open innovation across NatWest banking group to explore and develop new concepts and banking propositions responding to complex problems, new technologies and business opportunities; in collaboration with various bank entities and teams.

**Approach:** Iterative innovation design cycles embedding SMEs from across technology, banking services, products, marketing, compliance, legal and IT infrastructure.



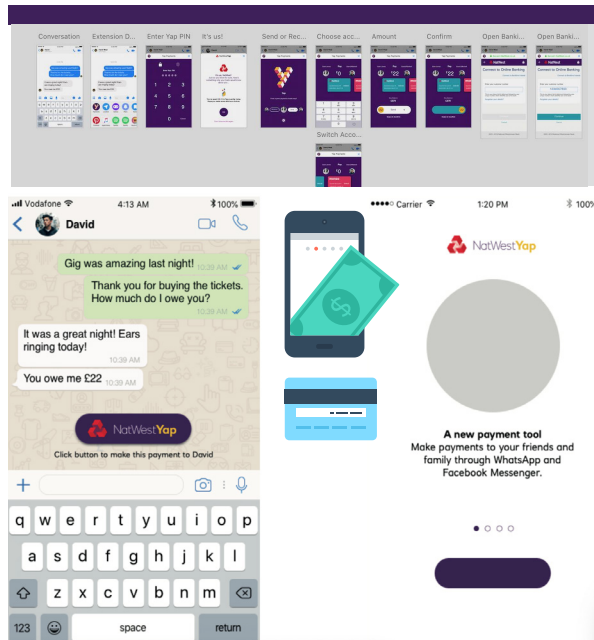
**in Recommendation**

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**





**Coutts**

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



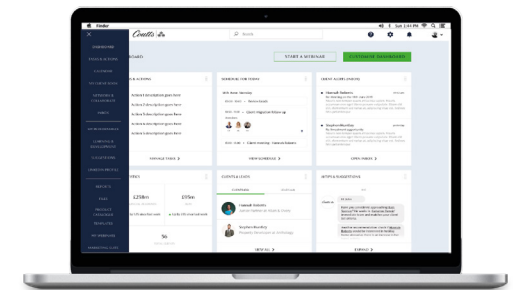
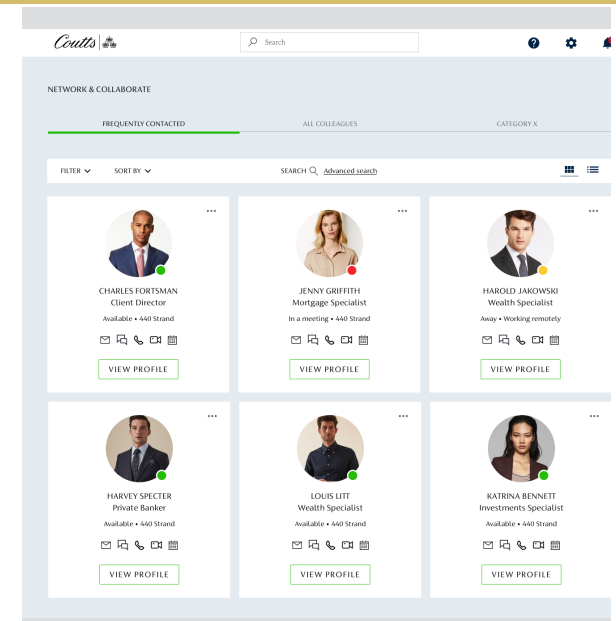
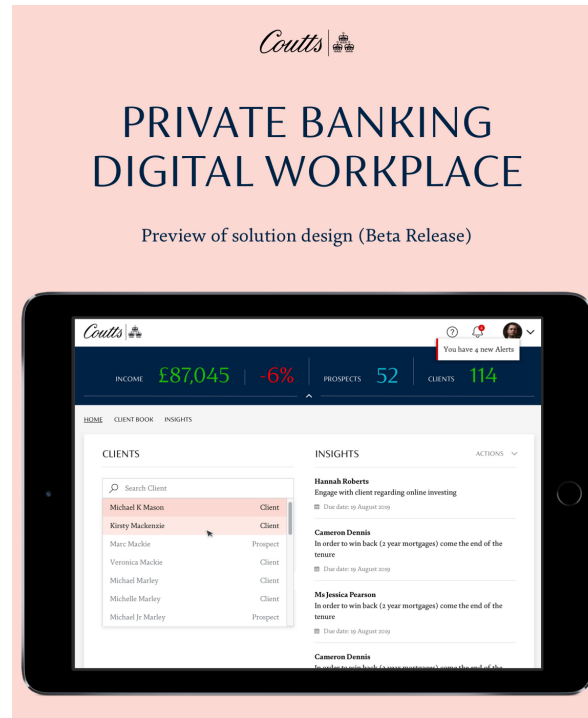
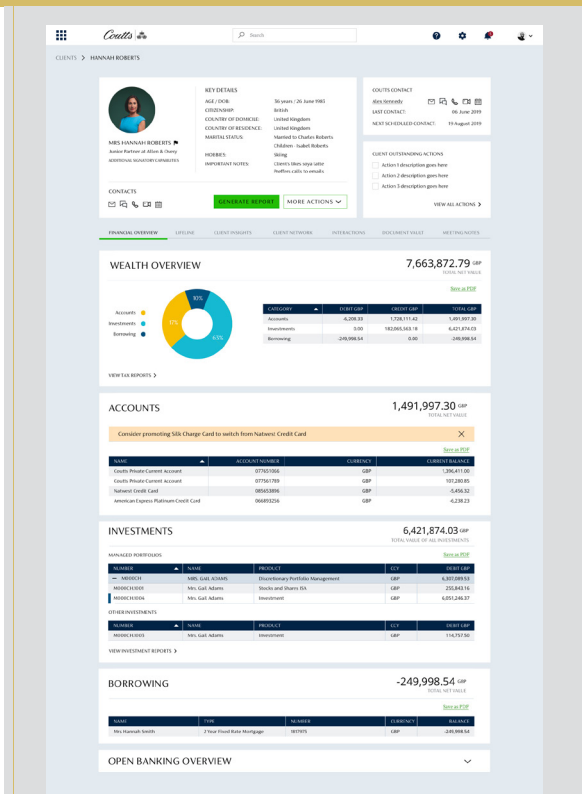
- Defined and led delivery of 'to be' client experience for Coutts Wealth Management & Client Relationship business including digital transformation of client journeys: Understand Needs & Advice Client, Client Onboarding and Banking - service design approach, digitalisation of banking advisor toolkit and client end-to-end journey optimisation.
- Created end-state detailed vision (To-Be Aspirational Service Blueprint) for client end-to-end experience ensuring that any decisions related to digital technologies were informed by design activities and grounded in customer and end-user insights.
- Managed program of work throughout key stages: Discovery Research, Design, 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, and financial product owners.

Project Name:  
**Understand Needs & Advice Client Journey**

[www.coutts.com/wealth-management.html](http://www.coutts.com/wealth-management.html)  
 Years: 2019 -2021

**Business Need:** Transform Wealth Advice Client Journey with a suite of new digital tools enabling better client and employee (private bankers) experience. Future-proof Coutts private bank meeting needs and expectations of new clients.

**Approach:** Service design strategic approach including defining vision for future experience, proposing and developing specific solutions, and delivering new digital solutions in iterative mode from minimal viable experience to fully scaled up solution.



- Introduced best service design practices and led with both service design and UX principles, ensuring that digital products were 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 difference in day to day operations.

Design Journey for PB Digital Workplace Phase 1  
Video Overview: [vimeo.com/345761843](https://vimeo.com/345761843)

Password: Futureishere

# Fidelity International



[www.fidelity.co.uk](http://www.fidelity.co.uk)

## DESIGN METHODS & TOOLKIT

- Customer and End-User Research  
(Interviews, Surveys, Feedback)
- Empathy Map
- Storytelling
- Customer Journey Design & Mapping
- Service Blueprint Design
- Customer (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.
- Developing Service Design Studio in London

**Business Need:** Improve customer experience across Personal and Institutional investing clients across both digital and physical touch-points within Fidelity International service offering (website, app, Investor center, customer service).

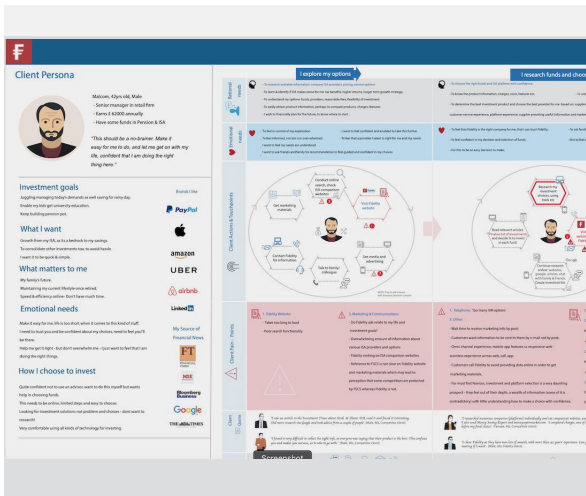
**Approach:** Developed service design capability across organisation including customer journey management, embedded within Global Customer Experience team. Responsible for customer journey mapping and optimisation, service blueprinting, digital prototyping, service proposition design, while collaborating closely with SMEs and stakeholders from technology, marketing, products, customer service, legal and IT teams.

**Project Name:**  
**Personal Investing Client Journeys**  
(ISA, SIPP)  
2016 -2017

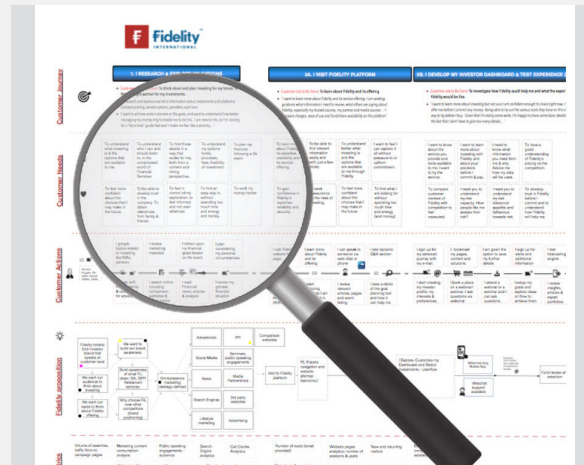
Led on service design activities to improve client experience across end-to-end client journeys for personal investing propositions in UK, including ISA and SIPP. Developed service design and customer journey toolkit for Fidelity proposition teams.

**Project Name:**  
**Global Digital Wealth Fidelity Wealth Expert**  
2017 -2018

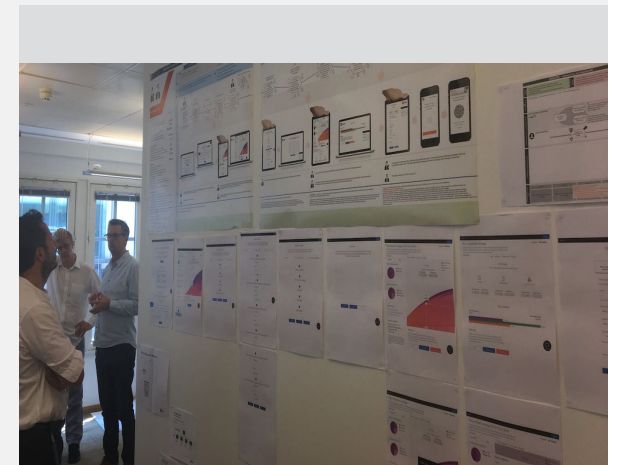
Led service design of a new digital first proposition for affluent clients in Germany and UK, taking a design approach to define vision and concept and translating developed service blueprint into Epics, Features and User-Stories. Managed discover research and user testing.



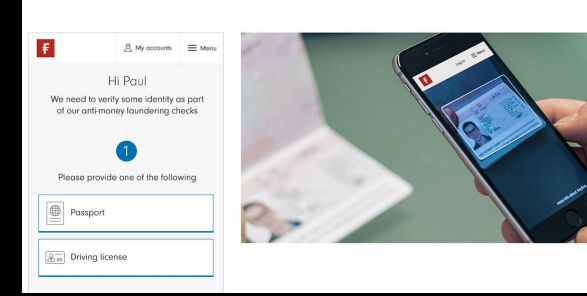
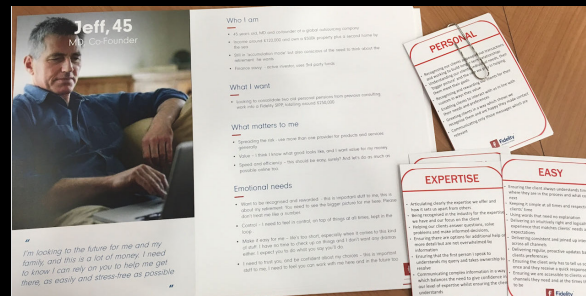
Example of As-Is Client Journey Map for Personal Investing capturing client insights and highlighting existing pain-points and opportunities for improvements and design.



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.

Led 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 customer journey management 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*



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



## 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 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'm 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 your 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 F&A, 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 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

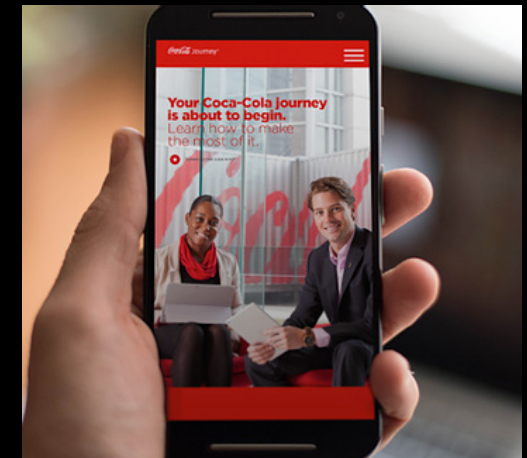
- Interaction via computer
- Interaction via smartphone
- Conversation over the phone
- Interaction via tablet

#### CLIENT ACTIONS

- Browsing or sending e-mail
- Conversation with client support
- Taking action online
- Filling online form/questionnaire
- Reviewing forecasts, charts, or investment strategy
- Webchat
- Video webchat



# The Coca-Cola Company



[www.coca-colabpany.com](http://www.coca-colabpany.com)

## DESIGN METHODS & TOOLKIT

- Customer and End-User Research
- (Interviews, Surveys, Feedback)
- Empathy Map
- Storytelling
- Customer Journey Design & Mapping
- Service Blueprint Design
- Customer (End-User) Personas
- Brand North Star for CX
- User Stories
- Service Design Training Toolkit
- Service Design Workshops

## PROJECTS

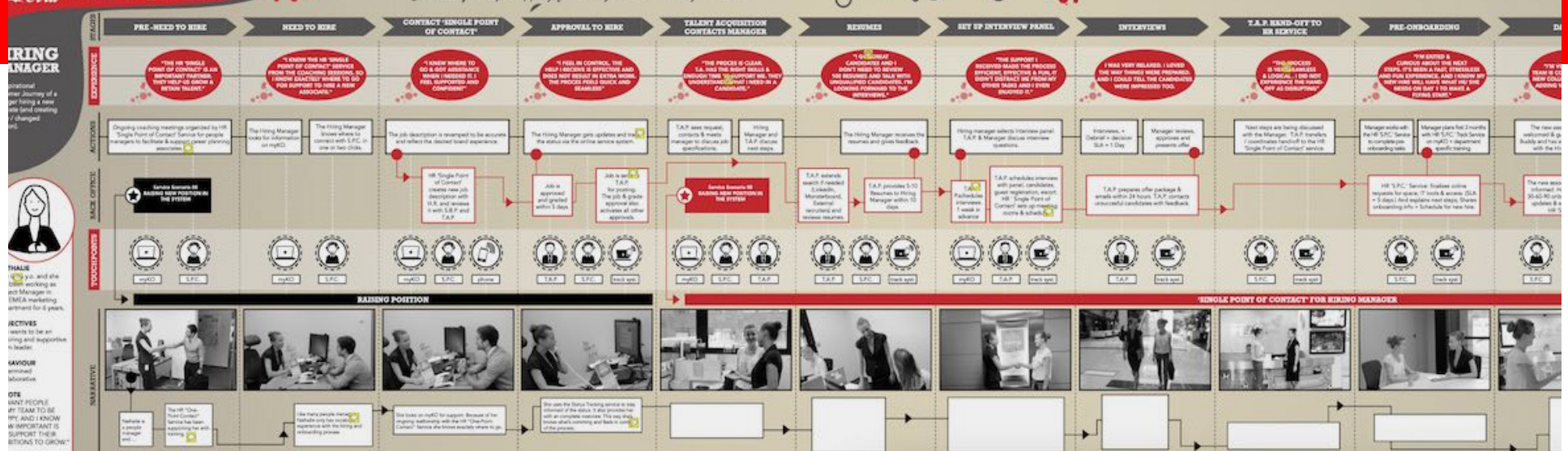
- Customer Centric Services by Design - service design program for Coca-Cola Global Business Services operations;
- Customer Journey Mapping for GBS;
- Digital Design and Delivery for Global Employee Onboarding Experience;
- Service Design Trainings in Atlanta, London Dubai, Warsaw and San Jose



**Business Need:** Improve experience of GBS services across The Coca-Cola Company, by focusing transformation on customer experience, simplifying processes and customer journeys while meeting cost-efficiency targets.

**Approach:** Set-up and defined Customer Centric Services by Design transformation program, delivering changes to GBS operations and new digital solutions. Developed understanding of service design approach across Coca Cola GBS organisation, demonstrating value of design and service design methods to GBS senior leaders. Secured two cycles of funding for the program.

### 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



### in Recommendation

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 Senior Manager  
 The Coca-Cola Company (2015).



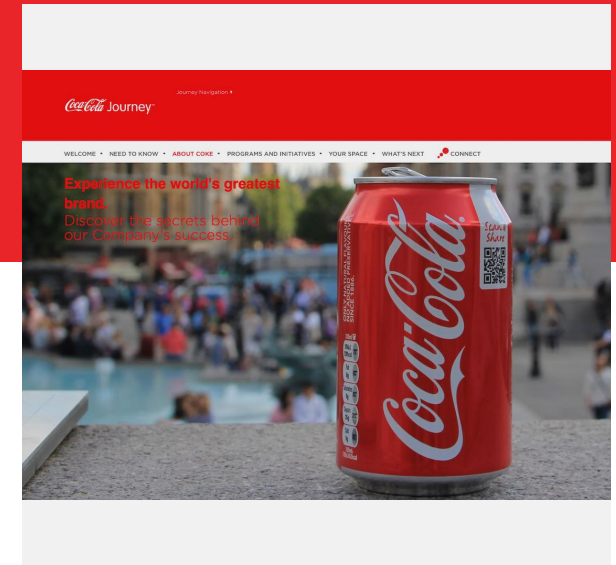
# DIGITAL & SERVICE DESIGN AND DELIVERY FOR THE COCA-COLA COMPANY



Microsites, Digital Content and Digital Journey enabling delivery of GBS service design transformation program.



Global Digital Welcome Pack: enabling desired experience when onboarding new customers and employees.



Coca-Cola Journey Global Corporate Intranet: Designed changes and content for global site.



Designed and produced multimedia content - supporting service design program and change management activities.  
Examples: [vimeo.com/user33148836](https://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.

# Digital Design & Delivery

## DELIVERED DESIGN-LED DIGITAL PROJECTS (2007 - 2015)

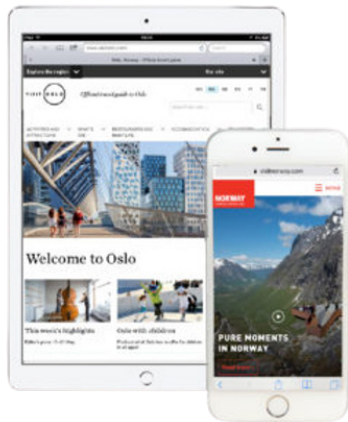
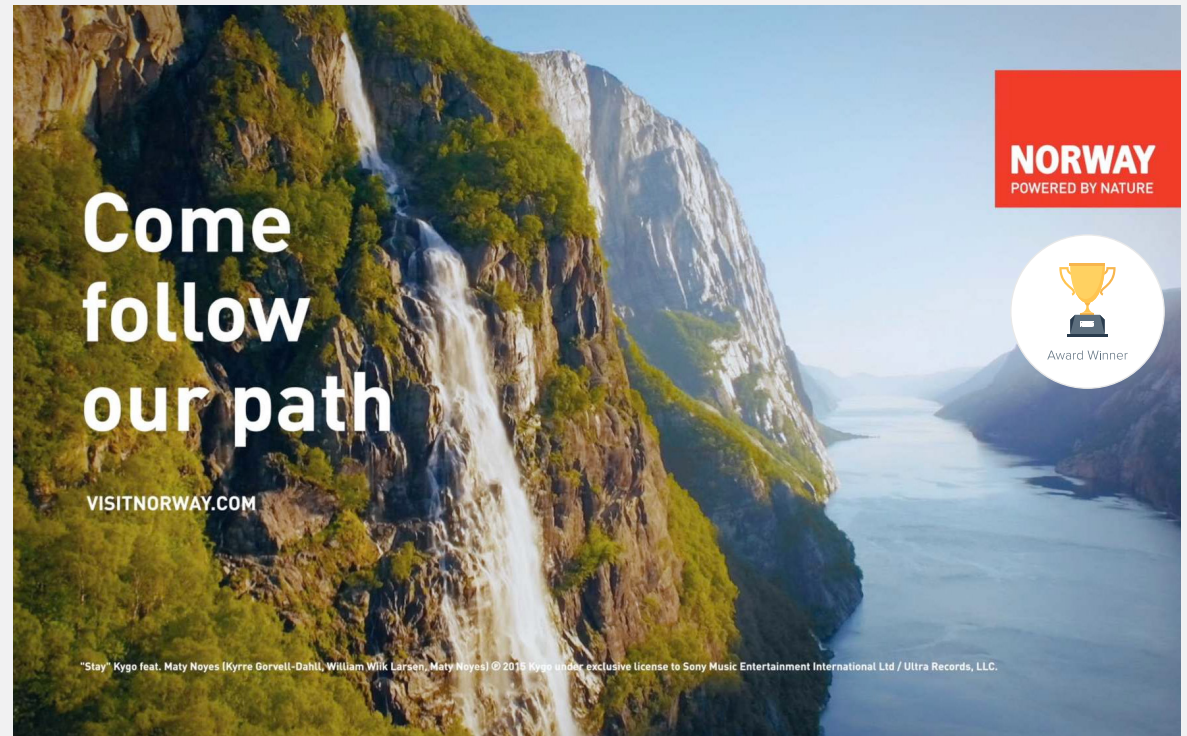
- VisitNorway.com
- VisitOslo.com
- KPMG Virtual Assessment Centre
- HSBC
- Coca-Cola
- Akker Solutions
- Planet Escape
- International Council of Design
- World Design Capital
- World Design Congress
- Ico-D Design Weeks in Doha, Brisbane and Vancouver

[VisitNorway.com](http://VisitNorway.com)

Project Name:  
**Visit Norway**  
Year:  
2012-2013

Project Name:  
**Visit Oslo**  
Year:  
2013-2014

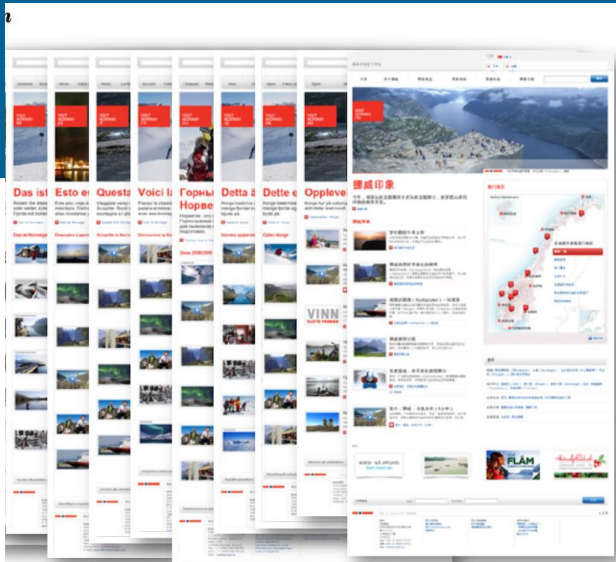
Managed design, development and content production team for multi-language travel portals [www.visitnorway.com](http://www.visitnorway.com) and [visitoslo.com](http://visitoslo.com). Designed travel experience in partnership with 3rd party services.



Welcome to Oslo [www.visitoslo.com](http://www.visitoslo.com)

 1,211 people like this. Be the first of your friends

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



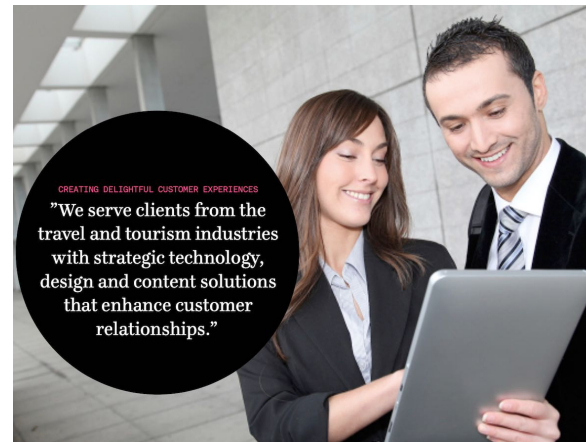
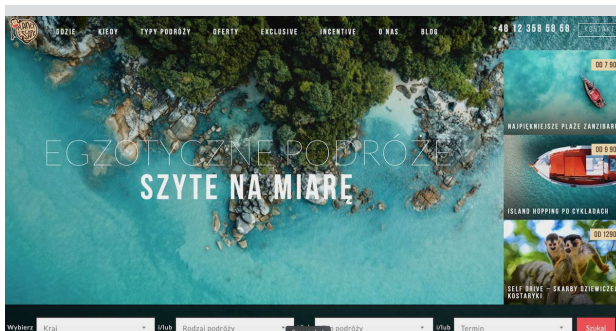
"Understanding the role of destination brand perception in the generation of tourism is vital to all businesses from the travel sector. A success of Visit Norway shows how powerful web can be in enhancing brand and providing information about destination and tourism related services to users worldwide."

Michal Stecki, Senior Project Manager at Making Waves

JM

**PLANET ESCAPE**

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



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

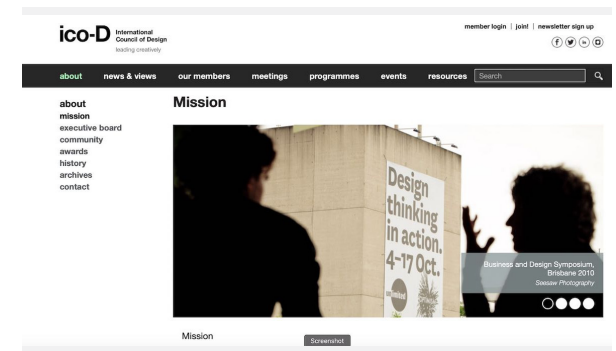
**Consulting**

**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 collaborated closely with multidisciplinary designers and embraced the design thinking methodology in my consecutive work.

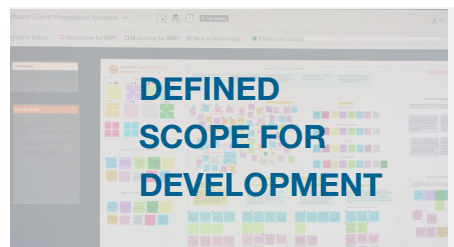
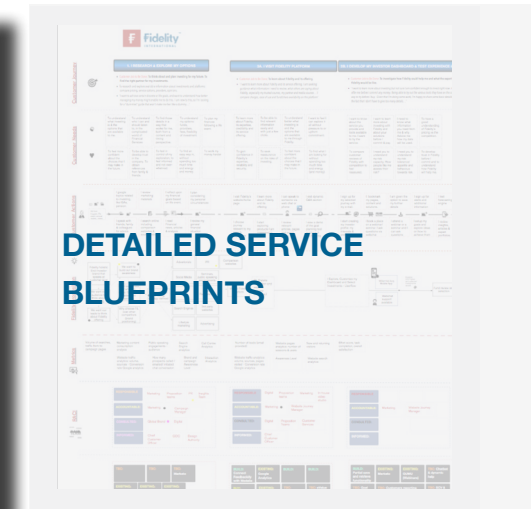
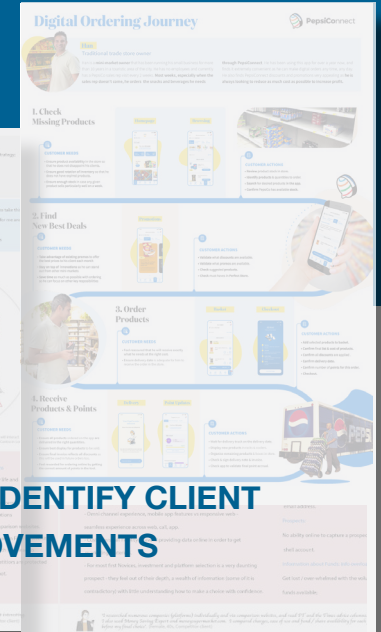
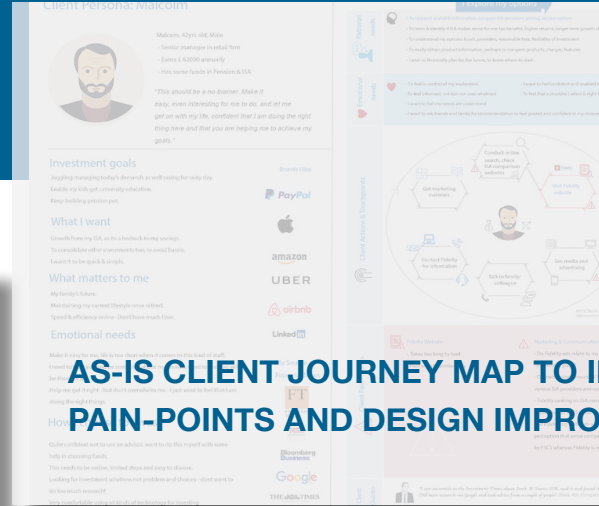
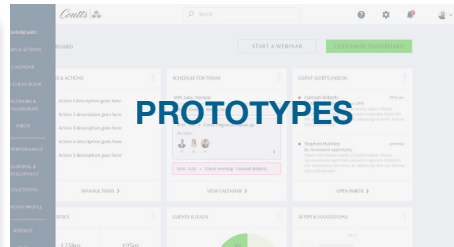
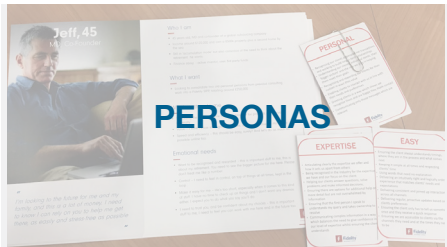
# Service Design Artefacts

EXAMPLES

## **DESIGN METHODS CORE TO MY PROFESSIONAL PRACTICE**

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

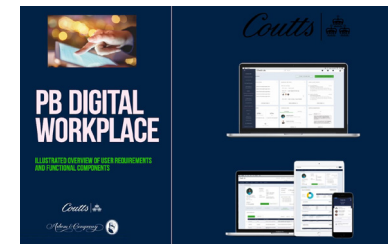
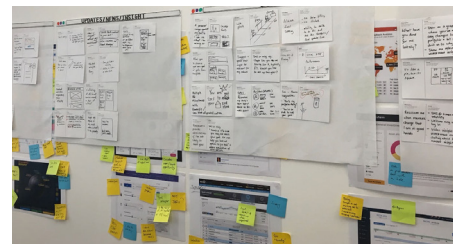
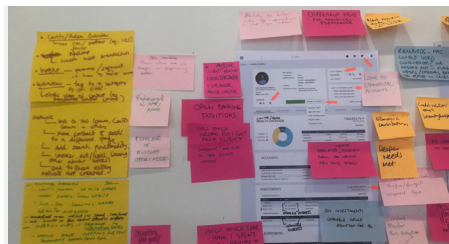
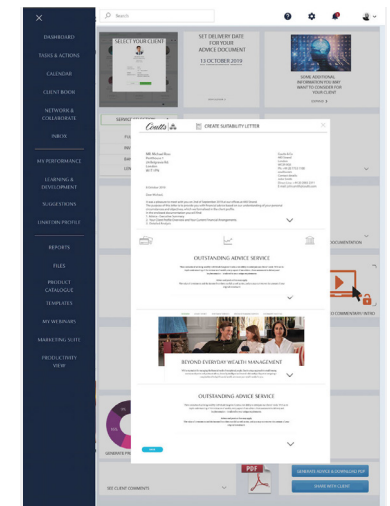
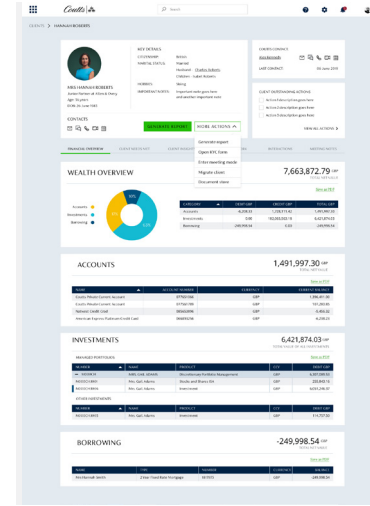
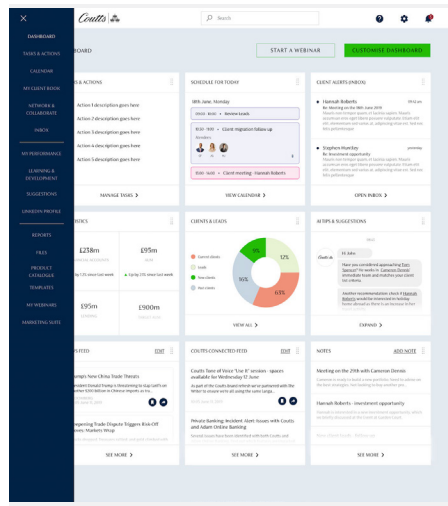
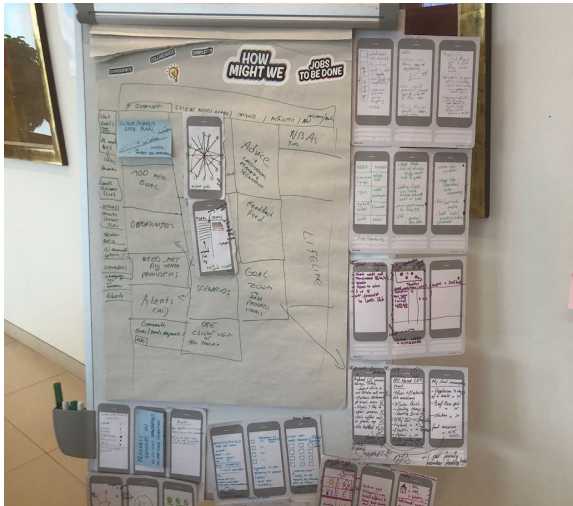
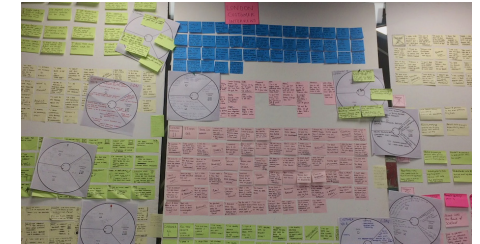
# SERVICE DESIGN DELIVERABLES: TANGIBLE OUTPUTS FROM SERVICE DESIGN ENGAGEMENTS



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



Some 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.com](http://www.thinkservicedesign.com)

[michal@thinkdesignmanage.com](mailto:michal@thinkdesignmanage.com)