

# Dale Kneen

## Service Designer

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I design products and services that address clients' key performance objectives: optimising their business processes and helping them transformation to digital.

Years of experience in operations management and digital design are combined with content marketing acumen to deliver profit-focused solutions that synchronise sales and operational efficiency.

I map end-to-end user journeys for both staff and customers and clearly articulate where improvements can be made from a system and business perspective. Strategies are underpinned by data and research and tested through prototyping.

I collaborate with clients to co-design new service models and describe how they'll need to re-organise processes to deliver new value propositions. I collaborate with developers and interaction, visual and user experience designers to create products and services that fulfil unmet user needs.

I work well in agile environments and I have excellent communication and content design skills.

## Personal Details

Driver's License: Cars  
Eligible to work in the UK: Yes  
Highest Level of Education: Master's

## Work Experience

### Service Designer

Home Office - London

January 2023 -

Introduced user-centred design to Home Office Police and Public Protection Technology projects.  
[Service design]

### Service Designer

Crown Commercial Service - London

September 2022 - January 2023

Devised a strategy for optimising the service's enterprise productivity and digital collaboration tools. [Read more](#)

[Service design]

### Service Designer

Valtech - London

April 2022 - June 2022

Designed a service that would transform Slimming World into a digital marketplace. [Read more](#)

[Service design]

### **Content Designer**

Cognizant - London

September 2021 to March 2022

Amended the NHS Covid Pass service to reduce costs without compromising accessibility and inclusivity. [Read more](#)

[Content design]

### **Content Designer**

Publicis Sapient - London

November 2020 to July 2021

Digital content design that formed part of a multi-channel branding project for heated tobacco products. [Read more](#)

[Brand strategy, content strategy, copywriting]

### **Service Designer**

Visbion - London

June 2020 to October 2020

Prototyped and tested a new service that passed a GDS audit as the project moved to Beta. [Read more](#)

[UX strategy, UX design]

### **Digital Strategist**

Cognified - London

March 2020 to May 2020

Made recommendations for better structuring M&G's digital asset dam.

[Taxonomy, content and asset tagging]

### **Content Designer**

HSBC - London

April 2018 to December 2019

Created a series of videos to highlight new technologies and online banking design improvements. [Read more](#)

[Videography, content strategy - Adobe AEM]

### **Content Marketing Strategist**

Sticky Content - London

March 2018 to March 2018

Created a content marketing strategy that Lloyd's could bank on.

[Content strategy]

### **Content Designer**

Tribal Worldwide - London

October 2017 to February 2018

Optimised the information architecture for electric cars with UX tree testing. [Read more](#)

[Information architecture, UX and content strategy]

### **Content Strategist**

SapientRazorfish - London

September 2015 to August 2017

Content strategy that merged several domains using AEM for content management. [Read more](#)

A brand refresh using Sitecore for content management following a merger. [Read more](#)

[Content strategy - Adobe AEM and Sitecore]

## **Platform Specialist**

Lloyd's Register - London

March 2015 to September 2015

Navigated safe passage for a maritime company's intranet migration. [Read more](#)

[Strategy, content auditing, content design - SharePoint]

## **Marketing Strategist**

OgilvyOne - London

October 2013 to February 2015

Scored a brand equity win for BT Sport for Business. [Read more](#)

Created a digital solution that delivered UPS's segmentation strategy. [Read more](#)

Mixed a marketing cocktail that made SABMiller more social. [Read more](#)

Rebooted IBM's event communications. [Read more](#)

## **Education**

### **Certificate in Digital Transformation Strategy**

Cambridge Judge Business School - Cambridge

January 2021 to March 2021

### **Certificate in Data Science**

Johns Hopkins University - Baltimore, MD

January 2016 to April 2016

### **Certificate in Information Design**

University of California - San Diego, CA

March 2016 to March 2016

### **Master's in Business Administration**

Warwick University - Coventry

January 2004 to June 2007

### **Bachelor's in Journalism & Media Studies**

Rhodes University - Grahamstown, Eastern Cape

January 1982 to December 1984

## **Skills**

- Strategic planning (10+ years)
- Digital strategy (10+ years)
- Content strategy (10+ years)
- Stakeholder management (10+ years)
- UX research (5+ years)
- User journeys (10+ years)
- Communication audits (10+ years)
- Workshop leadership (5+ years)
- Wireframe and prototyping (5+ years)
- User experience writing (10+ years)
- Data analytics (10+ years)

## Links

<https://www.creativenewsroom.com/>