

Dale Kneen

Service Designer

London WC2R 3AT

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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

Valtech - London

April 2022 - present

Applying lean service design at Slimming World.

[Service design]

Content Designer

Cognizant - London

September 2021 to March 2022

Optimising the service design for the NHS COVID Pass. [Read more](#)

[Content design]

Content Strategist

Publicis Sapient - London

November 2020 to July 2021

Helping Phillip Morris transform to a smoke-free future. [Read more](#)

[Brand strategy, content strategy, copywriting]

Service Designer

Visbion - London

June 2020 to October 2020

Re-engineered business processes for Public Health England. [Read more](#)

[UX strategy, UX design]

Digital Strategist

Cognified - London

March 2020 to May 2020

Made sure M&G's digital asset dam didn't break.

[Taxonomy, content and asset tagging]

Content Strategist

HSBC - London

April 2018 to December 2019

Created videos to manage digital change at HSBC's corporate bank. [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]

Digital Strategist

Tribal Worldwide - London October

2017 to February 2018

Accelerated Volkswagen's transformation to electric cars. [Read more](#)

[Information architecture, UX and content strategy]

Content Strategist

SapientRazorfish - London

September 2015 to August 2017

- Prescribed the digital tonic for HCA Healthcare's rebrand. [Read more](#)

- Helped Ashurst reposition its brand after a big 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](#)

[Content strategy]

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

- Digital marketing (10+ years)
- Content strategy (10+ years)
- Content design (10+ years)
- Marketing strategy (10+ years)
- Digital transformation strategy (10+ years)
- Marketing (10+ years)
- Information design (10+ years)
- Data strategy (10+ years)
- Digital innovation (10+ years)
- Google Analytics (10+ years)

Links

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