

# Dale Kneen

## Service Designer

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### Summary:

I am an accomplished Service Designer with a strong track record in streamlining business processes and driving digital transformation. My background in operations management, digital design, and content marketing has equipped me to deliver profit-driven solutions that harmonise sales and operational efficiency. My core expertise lies in mapping end-to-end user journeys, conducting user research, and co-designing service models. I excel in cross-functional collaboration with developers and design professionals to create user-centric products and services. Thriving in agile environments, I possess excellent communication, user research, and content design skills.

### Work Experience:

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#### Service Designer

**Home Office** - London  
January 2023 - Present

- Guided Home Office Biometrics in implementing the GDS standard for tech development.
- Aided the transition from a programme-led to a product-led approach.
- Spearheaded service design initiatives, encompassing user research, workshops, and service blueprint creation.
- Aligned user needs with project requirements, facilitating efficient backlog prioritisation.

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#### Service Designer

**Crown Commercial Service** - London  
September 2022 - January 2023

- Devised a strategy to optimise enterprise productivity and digital collaboration tools.
- Conducted user research to pinpoint pain points and enhance information management.
- Designed a service blueprint to elevate information storage, sharing, and findability.
- Enabled content labelling and template usage to refine search and content presentation.

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#### Service Designer

**Valtech** - London  
April 2022 - June 2022

- Architected a digital marketplace service for Slimming World, revolutionising its operations.
- Conducted comprehensive user research, including interviews and co-design workshops.
- Developed a novel service blueprint, advocating online enrolment, online payments, and streamlined user interfaces.
- Facilitated anytime, anywhere access to Slimming World's services.

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#### Content Designer

**Cognizant** - London  
September 2021 - March 2022

- Enhanced the NHS Covid Pass service to reduce costs while ensuring accessibility.
- Managed a multifaceted project with diverse touchpoints, spanning apps, online platforms, paper, and call centre services.

- Ensured inclusivity through accessible content design and multi-language support.
  - Collaborated closely with stakeholders, including clinicians, to deliver an inclusive service.
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## Content Designer

**Publicis Sapient** - London

November 2020 - July 2021

- Contributed to digital content design within a multi-channel branding project for heated tobacco products.
  - Supported the rebranding of the website and a campaign microsite.
  - Collaborated with visual and user experience designers to craft compelling digital content.
  - Ensured compliance with local legal frameworks for tobacco advertising.
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## Service Designer

**Visbion** - London

June 2020 - October 2020

- Prototyped and tested a new service that passed a GDS audit as the project transitioned to Beta.
- Spearheaded user-centred design endeavours, encompassing user journey mapping and service blueprinting.
- Designed wireframes and prototypes, ensuring plain English copywriting for maximum accessibility.
- Collaborated effectively with an agile team to deliver a user-friendly visa application tracking system.

## Education:

- Certificate in Digital Transformation Strategy, Cambridge Judge Business School, January 2021 - March 2021
- Certificate in Data Science, Johns Hopkins University, January 2016 - April 2016
- Certificate in Information Design, University of California, San Diego, March 2016 - March 2016
- Master's in Business Administration, Warwick University, January 2004 - June 2007
- Bachelor's in Journalism & Media Studies, Rhodes University, January 1982 - December 1984

## Skills:

- **Service Design:** Demonstrated expertise in service design methodologies and principles, including journey mapping, service blueprints, and prototyping.
- **User Research:** Strong skills in conducting user research, usability testing, and synthesising insights to inform design decisions.
- **Agile Methodologies:** Experience working in agile environments and collaborating effectively with cross-functional teams.
- **Stakeholder Management:** Ability to communicate and collaborate with stakeholders at all levels to align on project goals and requirements.
- **Content Strategy:** Proficiency in content strategy, including creating and managing content that aligns with user needs and business objectives.
- **UX Research:** Understanding of user experience research techniques and the ability to integrate user-centred design into projects.
- **Workshop Design and Facilitation:** Experience in planning and conducting workshops to gather insights and facilitate ideation sessions.
- **Wireframing and Prototyping:** Competency in creating wireframes and prototypes to visualise and communicate design concepts.
- **User Experience Writing:** Strong writing skills for crafting user-centric content and microcopy.
- **Data Analytics:** Familiarity with data analytics tools and the ability to analyse data to inform design decisions.

## **Tools:**

- **Figma:** Proficiency in Figma for collaborative design and prototyping.
- **Adobe XD:** Experience in Adobe XD for creating interactive prototypes.
- **Trello:** Skill in using Trello for project management and task tracking.
- **Confluence:** Familiarity with Confluence for documentation and collaboration.
- **Miro:** Ability to use Miro for online collaborative whiteboarding and diagramming.
- **Mural:** Competency in Mural for virtual workshops and design thinking activities.

## **LinkedIn and Portfolio:**

**LinkedIn:** <https://www.linkedin.com/in/dale-kneen-2512b43a/>

**Portfolio:** [www.creativenewsroom.com](http://www.creativenewsroom.com)