

# Yosef Shuman

Lead Service Designer at Volcanic

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<http://www.YosefShuman.com>

<http://www.What-is-Service-Design.com>

Making experiences worth having.

Hello, I'm Yosef Shuman. I design everyday experiences that are desirable, enjoyable, and effective. I love collaborating with people to create sustainable solutions to complex problems.



## Skills

Service Design	Improvisation	Contextual Research
User-centered Design	Needs Analysis	Mind Mapping
Customer Engagement	Customer Loyalty	Customer Insight
Social Entrepreneurship	Social Innovation	User Journeys
Service Blueprinting	Presenter	Collaboration Tools
Co-production	Interaction Design	Rock Climbing
Soccer	Tennis	Improv Comedy
Strategic Leadership	Social Networking	Visualization
Drippy T	Design Thinking	Project Coordination
Services Marketing	Service Development	Service Delivery
Participatory Design	Experience Design	Connector
Brand Loyalty	User Experience	Ethnography
Rapid Prototyping	Strategic Design	Information Design
Concept Generation	User Experience Design	Concept Development
Adobe Creative Suite		

## Experience

### *Volcanic Service Design*

06 / 2014 - Present

Lead Service Designer

### *Sullivan Higdon & Sink*

06 / 2014 - 08 / 2014

Lead Service Designer

Launching Volcanic

### *Doberman*

10 / 2013 - 12 / 2013

Service Design Consultant

Developing and running user research, client workshops, and customer insight translation

## *Savannah Mobile Locksmiths*

03 / 2010 - 03 / 2013

Owner / Founder

Founding and running a business- developing a brand, managing funds, and building client relationships

"Local providers of mobile locksmithing services for all of Savannah and Chatham County. We offer 24/7 emergency openings homes, businesses, and automobiles, we also change locks, copy keys, and provide hardware installations for businesses and homes."

## *TEDx Creative Coast*

06 / 2010 - 02 / 2013

Jack-of-all-trades Volunteer

Assisting Executive Director with planning attendee flows, event setup, and managing volunteers

(Staging, AV setup, signage/route finding, food/drink coordination, doorman, photographer)

## *Public Policy Lab*

06 / 2011 - 08 / 2011

Researcher Intern & Blogger

Inspiring well designed government services by sharing successes at the intersection of American policy and user-centered design

## *ZocDoc*

06 / 2011 - 08 / 2011

UX Intern

Designing future product offerings and a system for inspiring and managing internal collaboration on service insights

## *3M*

03 / 2011 - 06 / 2011

Concept Video Collaborator

Imagining and refining valuable future contexts and novel interaction methods for new technologies in order to inspire in-house optimism, creativity, and innovation

## *Savannah College of Art and Design*

03 / 2011 - 06 / 2011

Lead Designer - SafeRide

Alleviating student fears, and employee painpoints in SCAD's under-utilized "free taxi" service

## *JCB*

01 / 2011 - 03 / 2011

Customer Experience Designer

Uncovering brand themes and touchpoints to design a friendly, engaging, and educational factory tour for potential buyers and their staff

## *Thincspace Savannah*

09 / 2010 - 12 / 2010

Catalyzing Collaborator - Co-Working Paradigm Shift

Organized a sponsored project for a local co-working space:  
Increasing membership levels, engagement, and event hosting by reframing business goals, brand values, and service touchpoints

## *American Locksmiths*

01 / 2009 - 02 / 2010

Apprentice Mobile Locksmith

Subcontracted / Self-Employed, On-call for residential and commercial installations, as well as vehicular and residential emergency openings.

## *Olam Café and All Star Caterers*

08 / 2008 - 01 / 2009

Assistant Manager

Server, Host, and FOH setup. Worked with a team overseeing marketing, directing, and staffing for daily service, event planning for holidays, and privately sponsored events.

## *Sea Shell Motel & Youth Hostel*

04 / 2008 - 09 / 2008

Front Desk

Facilitated a friendly environment for a relaxing customer experience.  
Check-ins, local recommendations, and problem resolutions.

## *Spin Cycle*

2006 - 2007

Assistant Manager and Mechanic

Oversaw the accomplishment of many short and long-term goals at a local cycling business

## *Artificial Studios*

2006 - 2007

Voice Actor

In "Monster Madness: Battle for Suburbia," I developed character profiles and contextual responses. Acquired sound editing skills.

## *Technology Adventures*

06 / 2003 - 08 / 2003

Summer Camp Counselor

Led a team of middle school students in creative solutions to engineering challenges.

## Education

### *Savannah College of Art and Design*

2009 - 2012

BFA , Service Design

SCAD Service Design Club, SCAD Freethinkers, SCAD IDSA, SCAD Intramural Soccer

### *Santa Fe Community College*

2007 - 2008

AA , Philosophy, Architecture

### *University of Florida*

2003 - 2006

Mechanical and Aerospace Engineering

Neutral Gator, UF Free Bike Repair, Rock Climbing Club,

### *Eastside High School*

2000 - 2003

Diploma , IB

## Interests

Service Design, Rock Climbing, Improv Acting, Soccer, Behavioral Economics, Gamification, Co-Creation, Gross National Happiness, Wicked Problems, Sustainability, Government Services, Design Thinking, Social Innovation, Human-Centered Design

SDN, TED, SCAD, Service Design Club, Young Professional Service Designers,



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"What can I say about Yosef? He is kind, responsible, caring, detail oriented, interested, compassionate, and focused. He has amazing intellect and wonderful interpersonal skills. He is bright and extremely exciting to be around. I would highly recommend Yosef. Hire him. He is one of a kind!"

— **Jacob Hodesh**, *Executive Director, The Creative Coast*

"Yosef is bright and talented with many tools attached to his belt. His understanding of complex systems and his empathetic nature gives him an intuitive edge when it comes to strategic design. Yosef also boasts an imaginative personality and lighthearted character which promotes curiosity and exploration within his team members. He is always willing to tackle the absurdity of wicked design challenges with confidence and guile, and has a great time doing so."

— **Andrew Sedlak**, *Equici wg, Savannah College of Art and Design*

"Yosef was one of my brightest students for close to 2 years. While he was a service design major he took many of my classes in interaction design, and demonstrated a good sense of the big picture, a passion for technology, and the ability to engage in deep narratives. He's a great strategist who is not afraid of getting his hands dirty on the micro-interactions necessary towards expressing the transitions so important in good interaction design."

— **Dave Malouf**, *Professor, Savannah College of Art and Design*  
and Design

[Contact Yosef on LinkedIn](#)