

Yosef Shuman

- SERVICE DESIGNER -

Interests

Decision-making - Behavioral economics, gamification, simplification, co-creation and co-production

Values & Systems - Antifragility, magic, alternative matrices, wicked problems, public services, sustainability

Empathy & Humanism - Improv acting, ethnography, social innovation, prototyping, human-centered design

Work Experience

Lead Service Designer, Volcanic

KANSAS CITY, MO | SUMMER 2014-PRESENT

Helping to launch one of the first U.S. consultancies focused exclusively on Experience and Service Design

Service Design Consultant, Doberman

NEW YORK, NY | FALL 2013

Developed and ran user research, client workshops, and customer insight translation

User Experience Intern, ZocDoc

NEW YORK, NY | SUMMER 2011

Designed future product offerings and a system for promoting, managing, and implementing collaboration around employee insights

Research Intern & Blogger, Public Policy Lab

BROOKLYN, NY | SUMMER 2011

Advocated for well-designed government services through thought leadership at the intersection of American policy and user-centered design

Founder, Savannah Mobile Locksmiths L.L.C.

SAVANNAH, GA | 2010-2013

Founded and sold a successful small business. Tasks included: Developing the brand, marketing, managing funds, locksmithing, and building client relationships

Education

Service Design B.F.A, Cum Laude

SAVANNAH COLLEGE OF ART AND DESIGN | 2012

Associate of Arts, Philosophy

SANTA FE COMMUNITY COLLEGE | 2007

Mechanical Engineering

UNIVERSITY OF FLORIDA | 2003-2005

Sponsored Projects

Student Payment Systems, SCAD

SAVANNAH, GA | FALL 2011

Overhauled SCAD's e-commerce website to improve students' experiences of financial aid management and payments throughout enrollment

SafeRide Security Redesign, SCAD

SAVANNAH, GA | SPRING 2011

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

Future Tech Concept Video - Day at the Museum, 3M

SAVANNAH, GA | SPRING 2011

Utilized storytelling to elicit excitement and ideation from 3M teams around up-and-coming technologies

Customer Onboarding, JCB North America

SAVANNAH, GA | WINTER 2011

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

Coworking Paradigm Shift, Thinc:Savannah

SAVANNAH, GA | FALL 2010

Increased membership levels, satisfaction, and community engagement by reframing business goals and implementing critical service touchpoints

Community Development

Creator, "What is Service Design?" Video

WHAT-IS-SERVICE-DESIGN.COM | 2014

Created a short video and accompanying website to help people (approx. 60k to date) understand the role, process, and values of Service Design

Founder, Young Professional Service Designers

WORLDWIDE | 2010-PRESENT

Leading an international design network that provides communication channels to a thriving community of more than 4,000 designers from around the world

Organizer, Global Service Jam

MULTIPLE LOCATIONS | 2011-PRESENT

Organizing activities, flyers, food, funny hats, and supplies to nurture 48 hours of innovation for hundreds of students, designers, and local community members

Making Experiences Worth Having!

