

# FRANCIS COOK

Strategic Designer based in Toronto.

Ten years in service innovation, digital design and new technology.

I make startups grow 🚀 and dinosaurs dance 🦖.

Portfolio: [franciscook.com](http://franciscook.com)

## HIGHLIGHTS

- This is Service Design Doing book, contributor
- Leading Erste bank's website redesign
- LogMeIn internal innovation workshop series, independent consultant
- T-Mobile billing service design, lead service designer
- Advisor on board at a startup disrupting last-mile delivery with VR

## EXPERIENCE

### UX and Service Innovation Consultant

2016–2018, independent (Hungary)

- Innovation workshop series for LogMeIn. Facilitated the start of a new bottom-up innovation stream
- Advising the service design for a new public museum. Knowledge transfer for the project team.
- Leading Erste Bank's website redesign. 3 months from start to launch, affected 1 million customers.
- Product design for various fintech, insuretech and ecommerce startups

### UX and Service Design Consultant

2014–2016, Isobar Budapest (Hungary)

- Consulted T-Mobile's European HQ and Hungarian national company as a service design lead
- Premium customer care service design. Led T-Mobile's team of Customer Experience directors from 7 countries. Increased customer satisfaction by 22%.
- Bill payment service design across physical and digital channels. Led the team co-designing a solution which reduced costs by 20%.
- Gamified sales incentives for T-Mobile. Co-facilitated a 80+ participant workshop for store managers.

### Product Manager

2011–2013, Cason Engineering (Hungary)

- IoT technology's product management.
- Tested product-market fit using prototypes in the EMEA region.
- Managed 5-10 person product team, projects, pricing and product roadmap.

### UX Designer and Web Developer

2007–2014, Cason Engineering (Hungary)

- Designed and coded industrial web applications for European energy companies

## SKILLS

### *Design Management*

- leading a multidisciplinary team
- setting up a project organization
- client and stakeholder correspondence
- scope and requirements management
- budgeting
- managing project schedule
- reporting to project board
- supporting a culture of creativity and innovation
- aligning design strategy with brand and business strategy
- managing quality and consistency of design outcomes
- constantly exploring new design methods

### *Service Design*

- organizational design
- stakeholder mapping
- facilitating cross-department collaboration
- designing and conducting qualitative and quantitative research
- analyze business processes
- ethnographic research
- participative field research
- designing and facilitating workshops
- designing service visions and concepts
- customer journey mapping
- business model mapping
- service blueprinting
- prototyping and testing new services
- document business processes and new services

### *Digital Design*

- ux research (observation, contextual inquiry, interviews, surveys, card sorts)
- analyzing statistics (GA, Hotjar)
- storyboarding
- developing an information architecture
- functional and high-fidelity wireframing (Sketch, InVision, OmniGraffle, Axure)
- usability testing
- javascript, html5, css
- documenting designs
- supporting implementation

### *New Technology*

- understanding emerging technologies, like IoT, AI, VR/AR/MR
- experience in working with hardware plus services

## EDUCATION

**Service design courses** — University of the Arts London (UK, 2013 and 2014)

**Computer Engineering BSc.** — Budapest University of Technology (Hungary, 2010)

## FURTHER EXPERIENCE

### **Global Service Jams**

Co-founded the Hungarian events of the Global Service Jam, a 48-hour service design hackathon focused on rapid prototyping. We built Budapest's premier service design community.

### **United Nations Refugee Agency**

Served as a service design mentor for a team of design students looking for ways to reduce UN's fuel costs.

### **Aquincum Institute of Technology**

Mentored US college students at their UX course.

### **Advisor for a VR startup disrupting last-mile delivery**

Strategy, organizing workshops and offsites, rapid prototyping, value proposition testing, design research