

Toni Kim

Senior Service Designer

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Summary

I am a skilled and experienced service design practitioner that enjoys simplifying complexities for users. I have a thorough understanding of human-centred design methodologies, as well as how to ensure that Design Thinking is integrated throughout product teams and creative confidence is built at all levels of the organisation. I also have a strong visual design background, which enables me to communicate visually with team members and stakeholders.

Experience

Design lead (contract) with Propelle

OCT 2022 – NOV 2022

Propelle is a FinTech startup that I joined to help rebrand, scope, and design the MVP. I ran a brand identity workshop with the members of the company and conducted 1:1 interviews with potential users. With insights from those sessions, I helped the leadership in making strategic decisions on branding and scoping. My other responsibilities included mapping out the end-to-end user journey, wireframing and designing the MVP for first-time investors.

Design lead (contract) with Matholic

JAN 2022 – SEP 2022

Matholic is a startup in the B2B education sector, and my primary role was to build the company's first design team, transforming technology-driven solutions into user-centred products. I mentored, led and supported a team of five people while implementing Design thinking in product development. The team was committed to building a customer feedback mechanism, transforming in-person sales to digital channels, initiating research studies on the new B2C product, and shifting corporate culture to be open, collaborative and inclusive.

Service design lead (contract) at IPA (Infrastructure and Projects Authority)

SEP 2021 – JAN 2022

I worked on the **IPA Benchmarking Data Service Alpha project** with a multidisciplinary team of nine and helped the team pass the Alpha assessment by CDDC.

My role was to guide the team through UCD approaches and validate the riskiest assumptions by user research, prototyping and testing. To practise inclusive and accessible design, I led a series of How Might We workshops, co-writing sessions, Design sprints, and affinity mapping sessions. We invited a larger number of stakeholders to our regular Show & Tell and encouraged them to participate in the project, as well as work in an agile manner and fulfil GDS design standards.

Senior Service Designer (contract) at Ministry of Justice

APR 2020 – MAY 2021

I joined **Justice on the Web team**, which is tasked with developing **Design Systems for the MoJ's Arm's Length Bodies**. My responsibility was to ensure that the team and stakeholders understood UCD and deliver the MVP of the Word Press-based content management system. I invited ALB stakeholders to a series of persona creation workshops, user journey mapping exercises and product canvas workshops, and then led a co-writing workshop with the team to create user stories, which helped to scope the MVP. To meet accessibility needs, all UI components and page templates are audited by DAC (Digital Accessibility Centre) before the websites went live.

Six months later, I transferred to the **HM Prison and Probation Service** team, where I led research and service design activities on the Discovery and Alpha projects for the **Prison Visits Booking service**. Along with the typical research studies, I designed an event-storming workshop and invited stakeholders including prison officers, call centre agents, offender managers and security officers to the three days workshop which helped the team understand user needs and identify problems and opportunities for the service. To clarify assumptions I ran the Knowledge Gap Analysis with the team, and kept validating assumptions by learning from stakeholders and end users during the Alpha phase.

Senior Service Designer (contract) at Homes England

NOV 2019 – APR 2020

I led service design on the **Help to Buy: Equity Loan Scheme** Discovery and Alpha projects. My responsibilities included evaluating the current customer experience in an open and collaborative way, identifying customers' pain points and expectations, and mapping out service blueprints and user journeys, which helped to scope the Alpha projects. I was also responsible for prototyping, testing and iterating the user journeys until the user needs are met. I organised and led a series of workshops with internal stakeholders and external suppliers to better understand their requirements and identify blockers and enablers. The team invited stakeholders to the regular Show and Tell, and I talked them through the user-centred design methodologies and what we've learnt from practising UCD, which resulted in more SMEs participating in the projects.

Senior UX Designer at Zone (a Cognisant Digital Business)

MAY 2018 - AUG 2019

I was in charge of delivering user research insights, UX and UI design for **British Gas** consumers using the **Track and Manage Appointments service**. I worked on all aspects of product design, including prototyping and testing new features, co-designing with customers with the goal of bringing customer-centric languages into the product, initiating research studies to explore new business opportunities, and presenting to the executive board the value the team brought to the business and the customer.

Senior Interaction Designer at Civica

AUG 2016 - APR 2018

I was responsible to establish design capabilities in Civica. I was involved in hiring and mentoring researchers and designers and assisted new business opportunities with estimating, bidding and pitching to potential clients in the public sector. It was also one of my jobs to write up a proposal whenever an opportunity arose.

In addition to assisting businesses, I worked on IA development and content modelling for the **Rail Safety and Standards Board**, content design and UX/UI design for the CMS platform for **Buro Happold Engineering**, storyboarding for a proof of concept in facial recognition ticketing experience design commissioned by **UK Border Force**.

UI/UX Designer at Tesco Groceries

DEC 2015 - AUG 2016

I was responsible for UX and UI design for transactional services, improving user flows and interaction design on the **Checkout journey** and experience on **Special offers**. I also dedicated 20% of my time to **Digital Design Language development** for One Tesco, where I was in charge of enhancing Form language components and documenting design guidelines so that all designers and developers could easily adapt to their products.

Senior Digital Designer at the University of Surrey

OCT 2008 - SEP 2015

I began my career at the University as an integrated designer responsible for both print and digital media before moving on to the Digital Platforms team to rebrand and redesign the University's websites. It was a five-year digital transformation programme and my key roles were to develop **Visual Language and design systems** for the University's digital platforms including responsive web and native mobile apps, create a **brand toolkit and campaign design templates**, assist the University's new business with UX design best practice and help new technology-led startups founded by post-doctors and research followers from the University with user research and prototyping for a proof of concept.

Skills and knowledge

Design strategy

Design thinking, Problem-solving, Mission-led innovation and Human-centred service design

Design practice

Service blueprinting, Policy mapping, Process modelling, User journey mapping, Wireframing, Prototyping and Testing

Workshop facilitation

Co-design, Design sprints, Event storming, Problem framing (How Might We), Knowledge Gap analysis, Persona creation, Experience mapping, Product/Service canvas, Co-writing and Facilitating difficult conversations.

Research methods

1:1 In-depth interview, Focus group study, Online survey, Affinity mapping, Shadowing (Observation study), Card sorting, Analysing findings and making actionable recommendations.

Ways of working

Agile, inclusive and collaborative working.

Education and Training

Nielsen Norman Group

OCT 2017

I took three training courses to improve my skills in human behaviour and usability, ideation methodologies, and service blueprinting.

Adaptive Path

MAY 2014

I attended the UX Intensive training course, where I learned Design strategy, User research, Service design, and Interaction design.

Birmingham City University

SEP 2006 - JUN 2008

I studied on BA in Visual Communication.