

# Jesse GRIMES

Introduction and C.V.



## Introduction

I am an expert-level independent service designer, design researcher and innovation coach, with more than 20 years of experience working with clients. My career history includes UX design, customer experience consultant and design strategist roles since 1998, and I have worked in London, Düsseldorf and Sydney. I'm currently a freelancer based in Amsterdam, and I work for clients in the Netherlands and internationally.

My work includes a wide range of global brands, including ING, ABN AMRO, Yara, Rabobank, Philips, Optus, Vodafone, Orange and AkzoNobel, as well as the Dutch government. I have deep, specific expertise in service design for the financial sector, as well as being a coach, trainer and workshop facilitator. I am accredited as a "Service Design Master Trainer" by the Service Design Network (SDN), and I am Co-founder and Head of Training for the SDN Academy. Much of my work has been with very large corporates, many of whom have undergone Agile transformations during my time with them. As such, I've worked within Agile teams and applied different Agile methodologies over the years.

I have worked extensively with the largest Dutch banks. Over a course of three years, I helped establish the service design department within Rabobank, I have given courses in customer journeys at ABN AMRO, and worked for one year as a service designer/Design Thinking coach and workshop facilitator with ING Global's accelerator program, coaching teams to apply the bank's Agile-based methodology.

Two of my current focus areas are service design for start-ups and innovation contexts, and service design for sustainability. I have written and teach courses on both topics.

Alongside my freelance activities, I am Senior Vice President of the global Service Design Network, and Editor-in-Chief of its journal, *Touchpoint*.

I regularly organize and speak at national and international events for the service design community, and I contribute to the development of the service design discipline through my writing and interviews. I run a Meetup of 1,400 service designers across the Netherlands, and represented the entire discipline of service design at the 2017 World Design Summit and 2019 Design Declaration Summit, and I have established partnerships between the SDN and other international design organizations to elevate the role and recognition of design - and service design - world-wide.

## Work experience

### Owner, Kolmiot (January 2019 - present) [www.kolmiot.com](http://www.kolmiot.com), Amsterdam

I am a self-employed entrepreneur, working for Dutch and international clients. Through my own business, Kolmiot, I offer a broad range of services: Traditional service design projects and consultancy, service design (coaching) for start-ups and innovation programs, training in service design, and workshop and design sprint facilitation. I have

worked with DITL Labs (Taipei, Taiwan), CHINACCELERATOR (Shanghai), and Laurea UAS (Helsinki), Tykn (the Hague), Scaletech, Yara and Agoro Carbon, amongst others.

*DITL Labs (Taipei), CHINACCELERATOR (Shanghai): Service design trainer*

For these two clients I have run workshops teaching those in innovation labs and start-ups about service design (thinking) tools and perspectives.

*Laurea University of Applied Sciences (Helsinki): Service design trainer and workshop facilitator*

In March 2019 I created and facilitated a two-day design jam on the topic of the circular economy. The jam was held in collaboration with the CIRC4Life Horizon2020 project, a Circular Economy UAS project and ESF-funded City Drivers project. There were 70+ participants, and I lead a team of eight co-facilitators. In August 2019 I ran two additional courses on ideation and co-creation, and on customer journey mapping.

*Tykn (The Hague): Innovation consultant and service designer*

Tykn are a small start-up who aim to use blockchain and distributed ledger technology to address the challenges of the undocumented and un-banked, especially in migrant and refugee situations. They began in an Amsterdam-based start-up accelerator, and I joined them as an innovation designer/strategy consultant. I work with the team to define their mission and market context, as well as create and elaborate on four separate business models and value propositions, which I am now assisting them in validating them with potential customers.

*Scaletech (Berlin): Innovation consultant and service designer*

Scaletech are a cleantech start-up based in Berlin and I have been helping them with innovation consulting and service design activities. These include helping to segment their market, define their value proposition and business model, and then carry these into service design activities such as research, persona creation and customer journey mapping.

*Yara International (Berlin and São Paulo): Design researcher, service designer and business designer*

Yara is a multinational agriculture company, providing fertilizer for growers around the world. In the course of this 6+ month project, I have supported their Digital Farming division in carrying out in-depth design research and service design activities, to inform the creation of agronomic tools and services for different markets around the world. Three months of this work was based in Brazil, and this has been followed by fully-remote work.

*Agoro Carbon Alliance (Europe and USA): Design researcher, service designer and business designer*

In early 2020, Yara created a small venture team looking to explore 'carbon farming' as a viable business model. From an initial team of four people, I supported the growth of what would become Agoro Carbon Alliance, which is today a mature and established multinational operation with approximately 100 employees. I fulfilled several roles during this exciting growth period, from service design and experimentation, to value proposition research, design research and business design.

## **Principal Service Designer, Informaat (October 2008 - December 2018), the Netherlands**

I joined Informaat in 2008, to launch its service design offering. There I applied my service design expertise at some of the largest private- and public-sector organizations in the Netherlands. In both long-term engagements and short-term tactical projects, I helped design and define customer experiences across digital and physical

touchpoints. My activities included defining service design methodologies and best practices, advising on the growth of client-side service design capabilities, and providing strategic guidance for positioning service design within large organizations.

*ING Labs (Amsterdam): Service designer, Design Thinking and innovation coach*

During this role at ING Labs' innovation accelerator, I supported multiple start-ups through the program's structured innovation process. Based on Lean Startup, with elements of Design Thinking, Agile and service design, it ensures that innovation initiatives that are accepted into the accelerator progress through a series of stages, as they seek to bring their H2 or H3 innovation concepts to the market. I brought my service design, user research and prototyping expertise to this role, working hard to ensure that a holistic perspective of each growing product and service was maintained, despite the high-pressure environment of the accelerator. I ran trainings and workshops, as well as co-creation, experimentation, and canvas sessions.

The topics of the start-ups I worked with during this one-plus year engagement included:

- Enterprise finance
- Shared mobility
- Public transport ticketing
- Environmental impact reduction
- Behavioral modification to stimulate sustainability
- Smart products/IoT delivered as a service

*BeFrank (Amsterdam): Service designer and creative lead*

At BeFrank I was service designer and creative lead for a one-month, intensive project to research, create and validate concepts for a new portal for the pension provider. I was responsible for the overall interaction design and directed an additional interaction designer, front-end engineer and visual designer.

*AkzoNobel (Amsterdam): Service design consultant and workshop facilitator*

Supporting UX and visual design colleagues, I introduced service design techniques and facilitated a three-day workshop for global marketing and business representatives from this multinational paint and coatings company, at the Amsterdam headquarters.

*Moneyou (Amsterdam): Service designer and UX/innovation consultant*

I spent one year as a service designer and UX/innovation consultant at Moneyou, within a fast-paced, dynamic and fintech start-up environment. I introduced service design and its associated activities (customer journeys, service ecosystems, personas, etc.) for two product teams (the Netherlands and Germany) for the launch of new banking services. I also assisted the CEO and management team with the visualizations of future propositions, lead innovation workshops, and gave input into content strategy activities. I also served as creative lead role for two Google Ventures-style 'design sprints', which were focused on creating, prototyping and validating new concepts. I worked closely with digital product designers to ensure a holistic, consistent customer experience across the organization's channels.

*Rabobank (Utrecht): Service designer and interim team lead*

During this three-year engagement I worked within the 60+ strong UX department at the headquarters of one of the Netherlands' largest banks, as it went through an organizational transformation process. Working alongside several other service designers, I was tasked with creating a standardized approach for

creating and working with customer journeys. Using my previous project and client experiences, the template and ways-of-working I created were rolled-out across the organization, with a specific focus on using it to guide optimization of the bank's products and services for retail customers. In addition, I piloted the introduction of service blueprints within the service design team. Alongside service design work, I carried out tactical UX design projects, and participated in customer research activities, and assisted with strategic advice on the role of service design within the larger design and marketing operations of their head office.

*Additional experience includes Priva (agritech), CZ (insurance), Interpolis (insurance), Achmea (insurance), TJIP (enterprise software/call center administration), Vodafone-Ziggo (cable services and telephony), and the Dutch federal ministeries for unemployment insurance and welfare (UWV) and health, welfare and sport (VWS).*

### **Media Catalyst (April 2008 - September 2008) Amsterdam**

Media Catalyst was a full-service interactive agency whose client list was headed by Sony-Ericsson. At Media Catalyst I further honed my skills in driving the user experience of marketing- and campaign-led projects for international brands. With Sony-Ericsson, I helped launch World View, a global competition for smartphone photography. In addition, I have worked with Yamaha Europe on a redesign of their European marketing website, and with Philips for the launch of a new line of LCD televisions. The Philips project was a challenging and successful joint engagement with Philips Design, based in Eindhoven.

### **Agency.com (September 2007 - March 2008) Amsterdam**

Part of the global Omnicom group and the interactive agency for TBWA\ Worldwide, Agency.com were a well-known interactive agency specializing in interactive marketing and campaigns. I joined the company as the most senior information architect, and to lead the IA team. During my time with Agency.com I created the interaction design for several high-profile, marketing-related sites for Proctor & Gamble. In addition, I assisted in the redesign of the website for the European fashion brand WE and carried out a research project for T-Mobile.

### **Different (February 2005 - May 2007) Sydney**

Different were one of Australia's foremost user-centered design agencies. As the agency's most experienced and senior Experience Architect, I honed my skills on a range of challenging projects. My work there included a redesign of a website for a Commonwealth government department, a consumer music portal for Telstra (one of Australia's leading mobile operators), as well as the UI for a streaming and video-on-demand internet application. Previously I was involved in a redesign of the internet and extranet presence for Perpetual Investments, and a long-term project to update the websites for the flagship newspapers of News Ltd. UI and digital product design experience included a complex specification for PDA-based software for Fuji-Xerox.

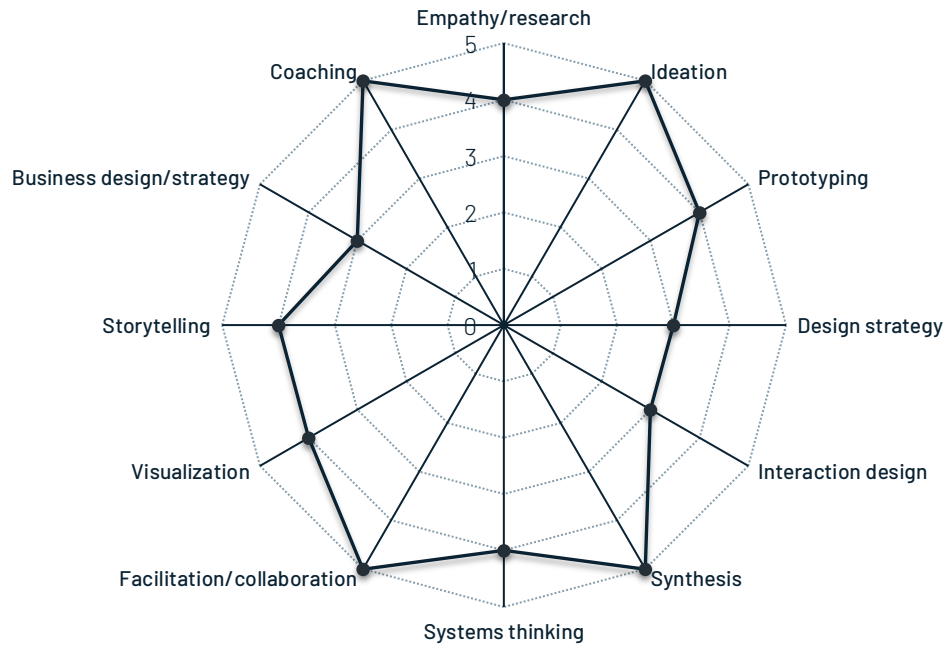
### **Oyster Partners (April 2000 - June 2004) London**

I joined Oyster (now LBi) as their first Information Architect in early 2000 and led the experience design activities on a range of innovative projects for global clients. I earned a New Media Age Effectiveness Award for my work with the website and iTV site for the airline Go. In 2002 I joined the Customer Experience (CE) team for Orange and led a team of seven Information Architects on a multi-million Euro, global cross-platform services project. Based in Denmark, it encompassed email, PIM applications, games and mobile commerce. Following work with Tel Aviv-based Comverse, designing handset-based applications for voice messaging and email, I joined Vodafone's Global UE team in Germany. As User Interface Manager, I was responsible for the CE across of range of handsets. I was involved in authoring their global UI requirements document and led the interaction design for worldwide implementations of video calling and PTT.

## Writing

I write regularly on topics related to service design. My contributions for the Service Design Network journal *Touchpoint* can be found at [www.service-design-network.org/touchpoint](http://www.service-design-network.org/touchpoint). I also publish on Medium at [www.medium.com/@jesse.grimes](http://www.medium.com/@jesse.grimes).

## Skills profile diagram



## Events and presentations

I currently run the Netherlands Chapter of the Service Design Network, and I regularly attend, organize, host and speak at both Dutch and international events.

- 21 Feb 2023 Smart service design roundtable (online)
- 13 Jul 2022 Measuring service experience roundtable (online)
- 1 June 2021 Service Design and Systems Thinking roundtable (online)
- 21 Jan 2021 Design Influences talk (online)
- 30 Jun 2020 Masters of Service Design talk (online)
- 1 Jun 2020 Service Design Day talk: The Impact of Coronavirus on Service Design, with Mark Vanderbeeken (online)
- 21 May 2020 Service Design in a Post COVID World, Service Design Melbourne (online)
- 6 May 2020 Service Design for Innovation and Start-ups, talk and panel with Board of Innovation (online)
- 30 Apr 2020 SD Marathon Ukraine: Service Design for Innovation and Start-ups (online)
- 6 Apr 2020 SDN Academy course: SD for the Circular Economy (online)
- 13 Feb 2020 Trends in Service Design talk (São Paulo)
- 15-17 Jan 2020 Delegate to the International Design Policy Roundtable and Design Innovation Forum (Taipei)
- 17 Dec 2019 Service Design for Innovation and Start-ups, talk and panel with Board of Innovation (New York)
- 30 Oct 2019 Service Design for Innovation and Start-ups, talk and panel with Board of Innovation (Antwerp)
- 18 Oct 2019 SDN Academy course: SD for the Circular Economy (Berlin)
- 9 Oct 2019 Service Design Global Conference keynote speaker (Toronto)

10-11 Oct 2019 Service Design Global Conference workshop facilitator (Toronto)  
 9 Oct 2019 SDN Academy course: SD for the Circular Economy (Toronto)  
 19-20 Sep 2019 SDN Academy course: An Intro to SD through Journey Mapping (Johannesburg)  
 6-7 Sep 2019 Toolfest workshop facilitator (Berlin)  
 29-30 Aug 2019 Design Thinking Camp speaker and workshop facilitator (Sofia)  
 23-24 Apr 2019 SDN China National Conference, workshop facilitator (Shanghai)  
 3-4 Apr 2019 Delegate to the Design Summit Declaration at the Biennale Internationale Design (Saint-Étienne)  
 27-28 Mar 2019 Organization and facilitation of 2-day Circular Economy Jam with Laurea University (Helsinki)  
 23-24 Mar 2019 (Keynote, workshop) Service Plus Conference (Taiwan)  
 6-8 Feb 2019 (Panel moderator) IxDA Intersection 2019 Conference (Seattle)  
 13-14 Dec 2018 (Presentation) World Eco-Design Conference (Guangzhou, China)  
 15 Nov 2018 (Host) SDN NL Meetup: SDGC18 Videos Evening (Amsterdam)  
 8 Nov 2018 (Keynote) SDN Belgium Chapter Anniversary Event (Ghent)  
 25 Oct 2019 Tech Talent Thursdays: From UX to Service Design (Amsterdam)  
 10-12 Oct 2018 SDN Global Conference (Dublin)  
 21 Sep 2018 Service Design Futures: A Day of Service Design (London)  
 25 May 2018 (Panellist) Meet the SDN Management Team (Köln)  
 25 Apr 2018 SDN Finland National Conference (Helsinki)  
 17 Apr 2018 (Keynote) Didi Chuxing (Beijing)  
 27 Mar 2018 (Host) SDN NL: Meet the TISDD Team (Amsterdam)  
 20-21 Mar 2018 Platform Design Masterclass (Amsterdam)  
 9-11 Mar 2018 (Judge) Global Service Jam - Amsterdam Edition  
 29 Nov 2017 (Host) SDN NL Meetup: SDGC17 Videos Evening (Amsterdam)  
 1-3 Nov 2017 SDN Global Conference (Madrid)  
 23-25 Oct 2017 (Representative) World Design Summit (Montreal)  
 26 Sep 2017 International Service Design Experience Conference (Cork, Ireland)  
 10-11 Aug 2017 SDN USA National Conference (Chicago)  
 5 Apr 2017 SDN NL: Data Driven SD: When Qualitative Data Meets Quantitative Data (Baarn)  
 10-12 Mar 2017 Facebook Design Jam (Berlin)  
 17-19 Feb 2017 (Judge) Global Service Jam - Amsterdam Edition  
 13 Dec 2016 (Host) SDN NL Meetup: SDGC16 Videos Evening (The Hague)  
 26-28 Oct 2016 (Organizer, Masterclass trainer) SDN Global Conference (Amsterdam)  
 30 Jun 2016 SDN UK National Conference (London)  
 15 May 2016 (Speaker) Global Service Design and Innovation Forum (Shenzhen)  
 26-28 Feb 2016 (Judge) Global Service Jam - Amsterdam Edition