



Introduction

I am an expert-level independent service designer, with twelve years' experience specifically in service design. More broadly, I've been an interaction designer, customer experience consultant and strategist since 1998, having worked in London, Düsseldorf and Sydney. I'm currently based in Amsterdam, and work for clients nationally and internationally.

My career work includes a wide range of global brands, including ING, ABN AMRO, Rabobank, Facebook, Philips, Optus, Vodafone, Orange and AkzoNobel, as well as the Dutch government. And I have specific expertise in service design for the financial sector and fintechs, in innovation settings (incubators, accelerators, innovation labs and direct with start-ups), as well as a coach, trainer and workshop facilitator. I am accredited as a "Service Design Master Trainer" by the Service Design Network (SDN).

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 1,000 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.

An additional CV, including project descriptions for long-term client engagements and selected client cases, can be found at www.linkedin.com/in/jessegrimes and on my personal website www.kolmiot.com.

Work experience

Owner, Kolmiot (January 2019 - present) www.kolmiot.com, Amsterdam

As of January 2019, 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), amongst others.

DITL Labs (Taipei), CHINACCELERATOR (Shanghai): 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): 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. I have been invited to give three more days of training at Laurea later in 2019.

Tykn (the Hague)

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 worked 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 they validated with potential customers.

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 ministries 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. I also publish on Medium at 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.

- 9 Oct 2019 Service Design Global Conference keynote speaker (Toronto)
- 10-11 Oct 2019 Service Design Global Conference workshop facilitator (Toronto)
- 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