

MEET THE TEAM...

Claire Hartley, SDA Consultant

Claire studied Illustration at the University of Dundee, graduating in 2018. She has undertaken various roles in Dundee's Global Service Jam events since 2017, worked with service design consultancy Open Change and studied User Research as part of the Service Design Academy's pioneering cohort.

A previous Trustee/Vice President of Dundee University Students' Association and former Digital Producer at V&A Dundee, Claire remotely on-boarded with the Service Design Academy in May 2020.

Favourite aspects of your role?

I love introducing people to the start of their service design journey. You'll often see this 'lightbulb moment' in them where you know they'll really embrace their newfound ways of working.

What challenges do you expect?

We're challenged every day in adapting to the way the world grows and people's expectations change.

Anything that's surprised you?

I never thought I'd start this role from my living room in the midst of a global pandemic!

I've been surprised at how effectively we have created learning environments which inspire and enthuse people to create change, totally remotely.

Why service design?

Service design is not only a means to improve or create service provision, but a way of seeing, understanding and doing. When applied to problems, it's a system of endless value that only works in collaboration. What could be better?

Three words that sum up service design?

A team sport.

Service design is all about walking in your customers' shoes. If you were a shoe what style would you be and why?

I'd be a Clarks Originals Desert Boot because they are classic, simplistic and resilient. I read that Desert Boots are also 'an inseparable part of many artists, singers, thinkers, and revolutionaries' wardrobes' ... count me in.



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