

JAMIE MAWBY

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Service Designer with over 10 years of experience in digital experiences, strategic planning, and service design. Track record of delivering impactful solutions that enhance user experiences and business outcomes. Experienced in leading cross-functional teams to deliver innovative solutions, enhance user satisfaction and drive organisational change. I transitioned into service design during tenure as Head of Strategy at SYZYGY, culminating in a recent MA in Service Design at the Royal College of Art, with a growing portfolio of projects focussed on community-centred services, digital transformation, and systems

PROFESSIONAL EXPERIENCE

Wicked Acceleration Labs, London

Service Designer & Design Researcher (Freelance) | Jun 2024 – Present

- Led the design and facilitation of 30+ in-person workshops for a complex port expansion project in San Antonio, Chile, utilising human-centred design approaches to map stakeholder dynamics and inform strategic decisions.
- Orchestrated co-design workshops involving key stakeholders, aligning diverse interests from government, business, local community, and environmental groups to ensure a cohesive strategic direction.
- Embedded service design practices within the team and utilised tools like Figma and Miro for concept journeys & roadmaps.
- Currently developing strategic roadmaps and frameworks to support launch of accelerator model activities in Q4 2024, ensuring sustainable service delivery and value creation.

Leading Design Works (RCA X EY Seren), London

Design Associate (Freelance) | Mar 2024 - Present

- Collaboration between RCA Service Design & EY Seren, worked closely with User Researchers to generate insights from 30+ in-depth interviews with design leaders across the UK & EU. Insights contributed to a report showing how leaders establish, navigate, and leverage design capabilities within their organisations, while adhering to stringent regulatory frameworks.
- Delivered marketing strategy and activation for the launch of the report & development of Leading Design Works network.

SYZYGY, London

Head of Strategy | Apr 2022 – Sep 2023

Senior Strategist | Jul 2020 – Apr 2022

- Led strategy and digital transformation initiatives for clients such as PayPal, Deliveroo, Square, and GSK/Haleon, focusing on research, improving user journeys, developing holistic roadmaps and digital experiences.
- Integrated service design methods, such as journey mapping and service blueprints, into strategic recommendations to enhance customer journeys and drive user-centred solutions.
- Managed a team of five, utilising agile principles, contributing to a 15% YoY revenue increase from existing clients.
- Led the creation of three new client-facing service design products, including a Service Blueprinting product, and managed the successful strategy process for four new business pitches between 2022 and 2023.
- Conducted qualitative and quantitative research, facilitated user interviews, and co-designed workshops to inform strategic decisions and service improvements for clients.

Havas Media, London

Planning Director | Feb 2019 – Feb 2020

Senior Planner | Feb 2017 – Feb 2019

- Developed strategic communications for clients including O2 Telefonica, Royal Mail, and Westfield with focus on integrating digital and traditional media strategies. Collaborated with specialist teams to ensure cohesive project execution.
- Conducted user research and data analysis to inform strategies that improved user engagement and brand positioning.

Ogilvy & Mather (neo@Ogilvy), London

Planning Manager | Apr 2015 – Jan 2017

Account Executive | Mar 2014 – Apr 2015

- Managed communications planning and buying for IBM, leading the development of integrated media strategies that supported both brand & performance objectives. Conducted market research and journey mapping for IBM target audiences.

KEY PROJECTS

Service Design & Research: Spark (Parkinson's Care), Puerto San Antonio Chile (Education & Capacity Building), Community Kitchens (Asset Based Community Development), BayanAI (Disaster Response Tool), HILTI (Process Blueprinting)

Strategy: IBM (Wimbledon, Cloud; Developer; Bluemix Hackathons, Watson Analytics), PayPal (EMEA Strategy), Deliveroo (UX Research, Content, Website Strategy), O2 (5G Launch, Rugby World Cup), Royal Mail (Alexa Voice Assistant Strategy)

EDUCATION

Royal College of Art | MA Service Design | 2023 - 2024 | Shortlisted for Student Design Award

University of Leeds | BA Art History | First-class honours | 2010 – 2013

SKILLS

Service Design: Service blueprinting, journey mapping, user-centred design, co-design, service design toolkit, prototyping

Strategic Thinking: Strategy development, systems thinking, business modelling, proposition development, product strategy and development, stakeholder management, communications & marketing, service design integration

Research Methods: Ethnographic research, qualitative and quantitative research, UX research, insight synthesis, stakeholder mapping, data-driven design, workshop facilitation

Collaboration: Agile team leadership, project management, stakeholder engagement, cross-functional collaboration

Tools: Figma, Google Suite, Microsoft Suite, Canva, Global Web Index, Kantar TGI, Google Analytics, Miro