

UW HEALTH JOB DESCRIPTION

SR SERVICE DESIGNER

Job Code: 340051	FLSA Status: Exempt	Mgt. Approval: T. Neely	Date: December 2023
Department: Service Design, Research & Innovation		HR Approval: B. Haak	Date: December 2023

JOB SUMMARY

The Senior Service Designer is responsible for advancing the way we design human-centered, tech-enabled, equitable, integrated, and brand differentiated service experiences for UW Health's patients, families, care teams, and communities. The Senior Service Designer will be responsible for engaging, educating, and stewarding cross-functional teams in the appropriate human-centered and service design thinking methods, frameworks, and tools to discover unmet needs, define actionable opportunities, design cohesive solutions, and deliver measurable impact. Activities will include leading ethnographic and participatory research teams, guiding the synthesis of research and developing conceptual frameworks to clarify thinking, communicating key opportunity areas, guiding teams through balanced decision-making, as well as stewarding the design and development of service blueprints and ecologies.

As a Senior Service Designer, the incumbent will be responsible for designing comprehensive experiences through a series of touchpoints, which will include tangibles (e.g. physical and/or digital environments, products or communication tools) and intangibles (e.g. processes and brand moments), frontstage (user) and backstage (organizational) innovations, all working in lockstep to create a cohesive experience. As a steward of the service experience, Service Designers will need to engage teams across the organization to ensure integration wherever possible of diverse touchpoints, including operations and clinical teams, marketing and brand, information systems, and planning, design and construction.

Additionally, as a member of a new and growing team within UW Health, the Senior Service Designer will play an important role in educating and facilitating workshops on service design methods and mindsets to advance our thinking across UW Health. This will require a passion for transforming healthcare, an awareness of constraints, and thoughtful leadership in innovative healthcare service models, including trends and evolving consumer expectations in healthcare and beyond.

MAJOR RESPONSIBILITIES

- Steward the knowledge and expertise across UW Health departments to develop cohesive and consistent experiences for our patients, families, and care teams.
- Develop Service Blueprints, Service Ecologies, and Service Strategies that are grounded, actionable and desirable.
- Design and participate in ethnographic and human-centered research projects including scoping, planning, recruiting, designing, and conducting multi-method research while maintaining the highest ethical and privacy standards.
- Facilitate cross-functional service design workshops and initiatives.
- Identify the core services required to develop foundational competency, as well as the performing and delighting services that will differentiate the organization
- Champion service design thinking approaches across the organization
- Identify opportunities to scale service solutions beyond specific initiatives across the enterprise.
- Prototype holistic experiences—from early-stage, low fidelity prototype to piloting.
- Advance UW Health's approach to measuring patient journeys overtime, in addition to individual touchpoints
- Independently manages a varied workload of projects with multiple priorities

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Bachelor's Degree in Design (Service Design, Design Methods, Design Strategy, Interaction Design, Communication Design, Industrial Design, Environmental Design), or related field. Four (4) years of relevant service design experience may be considered in lieu of a degree, in addition to the required experience below.
	Preferred	Master's Degree in Service Design, Design Methods, or related field.
Work Experience	Minimum	Five (5) years of managing design projects and teams
	Preferred	Five (5) years of managing design projects and teams in a healthcare setting
Licenses & Certifications	Minimum	None
	Preferred	

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Required Skills, Knowledge, and Abilities	<ul style="list-style-type: none"> • Relentless optimism and curiosity to uncover better ways within complex systems. • Skill in deep listening, uncovering the often-unarticulated needs behind statements or assumptions. • Experience facilitating design and innovation workshops and cross-functional stakeholder engagements. • Knowledge of service design and design thinking methodologies, and capacity to communicate the benefits and applications. • Experience conducting ethnographic and design research methods, including both in-person and digital approaches to investigative human experiences and behaviors. • Comfort in ambiguity and guiding teams through complex, systems-level problems. • Knowledge of research and customer-experience metrics • Skilled storyteller, both verbally as well as virtually (using PowerPoint or Adobe, etc.), as well as in-person experiences (wall walks, research immersions.) • Ability to make low-fidelity prototypes in InDesign, Photoshop, Illustrator, Flash, and/or other tools
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PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.