

MEET THE TEAM...

Maralyn Boyle, SDA Business Development Executive

Maralyn is the newest member of the SDA team. She has worked for national newspapers in media sales management for many years and then with charities raising funds working on corporate partnerships. Her new role will focus on promoting the Service Design Academy to organisations to support their vision of change and innovation.

Favourite aspects of your role?

Learning how service design can help organisations solve their problems, with people at the heart of everything they do.

What challenges do you expect?

It will always be making the best use of my time with so many opportunities to explore.

Anything that's surprised you?

It has been a delight more than a surprise on the big changes that already have come from the Service Design Academy, like leading the way on projects including "Good to Great" at Dundee and Angus College.

Why service design?

For any organisation to adapt and improve in an ever-changing world, the needs of people who use and deliver services must be heard and understood.

Three words that sum up service design?

Innovative. Evolving. Human.

Who do you admire?

I admire anyone who overcomes challenges and learns from their mistakes.

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

I would be well-worn and comfy walking boots, with the experience of moving forward from lots of ups and downs.



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