

MEET THE TEAM...

Jo McNicoll, SDA Consultant

Jo has a degree in Printed Textile Design (2006), a Master of Design (distinction) (2009) and a PhD (2018) from Duncan of Jordanstone College of Art and Design (DJCAD), University of Dundee. Jo has used her expertise and understanding of design thinking and service design in a number of roles including researching the movement, comfort and protection of ballistic wear for police officers.

Before starting with the Service Design Academy, she worked with V&A Dundee as the Design for Business Research Manager and also taught design on a part-time basis.

What does your role involve?

There are three different strands to the Service Design Academy. Firstly, we work with businesses and organisations from across all sectors helping them apply service design methodologies to achieve the best possible results for their business and customers.

Secondly, we offer a professional development award (PDA) where delegates gain a solid understanding of service design and how they can apply it straight away in their organisations.

The third strand is internal service design projects at Dundee and Angus College where we teach and work with various departments enabling them to grow and improve.

Your greatest achievement at work?

Seeing delegates' mindsets shift and the impact the training we offer makes within many different organisations. It is so exciting to witness the change and to have influenced it with our training.

Why service design?

Service design makes things better. It makes people's lives easier, enabling us to complete daily tasks seamlessly. Who wouldn't want that for their customers, employees and partners?

Three words that sum up a typical working day for you?

Collaborative. Exciting. Joyful.

Who or what do you admire?

Helsinki where everything is considered and designed with the Finnish people in mind. The citizens have a say in everything that happens in their city. It is truly co-designed, from the education system to the city developments.

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

A pair of Toms! Striving to make the world a better place through comfy, ethical and adaptable footwear. Ready for anything, with a conscience and a big heart.



SERVICE DESIGN ACADEMY

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