

MEET THE TEAM...

Katie Murrie, SDA Lead Consultant

Katie originally trained as a solicitor at the University of Dundee but changed her career path to complete a part-time Masters in Leadership and Innovation which is when she discovered her love for service design. Katie began attending design community events and volunteered on a few projects within NHS Tayside, the University of Dundee's Medical School and presented and mentored at Global GovJam 2017 and 2018. She then joined Dundee and Angus College at the launch of the Service Design Academy.

What does your role involve?

I lead on workshops, deliver accredited training and connect with potential clients to help provide context to service design. I also co-create bespoke training opportunities for clients, working with the team to manage the workload associated with accredited students, and co-produce new content, courses, tools and methods.

I have recently been asked to join a project team for Designing Scotland with UNESCO and the Scottish Government.

I'm a member of the Service Design Network UK Committee, co-founder of the Service Design in Education Group and have attended service design events nationally and internationally when the team visited Helsinki last year.

Favourite aspects?

I love the energy service design brings and how powerful it can be. It's great working in an emerging sector with the opportunity to be involved in a variety of projects.

Your greatest achievement at work?

The success of SDA to date. Building something new from scratch and seeing it take off. Also, following International Women's Day 2018 and the tweet series #ADaysNotEnough, I was mentioned in a book recognising women across the globe doing design for social good.

Why service design?

Service design can help you fall in love with your work all over again and remind you why you do what you do in the first place. It is a mindset, an approach, a toolkit – it can support a creative approach to re-imagining what the future might look like for your organisation and help you to be the leaders of change in your industry.

Three words that sum up service design?

Transformational. Radical. Inspirational.

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

Adult jelly shoes! Shoes like these help me connect with the big kid inside me. Summer ready, festival footwear, techno-tastic, futuristic and FUN! It's not just about the shoes, but the whole package.



SERVICE DESIGN ACADEMY

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