SAOIRSE O'CONNELL

Service Designer

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SUMMARY

Service Designer with 7 years redesigning end-to-end customer journeys for healthcare, financial services, and government clients. Mapped 38 services covering 14M citizens, lifted CSAT from 3.2 to 4.5/5.0 across 6 service touchpoints, and led co-design with 240+ frontline workers and end users.

EXPERIENCE

Senior Service Designer

IDEO

08/2021 - Present Brooklyn, NY

Senior service designer in NYC office serving healthcare and public-sector clients.

- Led 3 service redesigns for major healthcare payer; raised member CSAT from 3.2 to 4.5/5.0
- Mapped end-to-end customer journey across 38 touchpoints for $4B insurance product line
- Facilitated 12 co-design workshops with 240+ frontline workers, clinicians, and end users
- Authored service blueprints adopted by 4 client product teams as their North Star artifact

Service Designer

Code for America

06/2018 - 07/2021 Oakland, CA

Service designer on GetCalFresh team.

- Redesigned SNAP enrollment flow used by 1.4M Californians; abandonment dropped 32%
- Co-led 18 user-research sessions with low-income applicants in Spanish and English

CERTIFICATES

Service Design Network Master Practitioner 2022

Service Design Network

Senior service-design practitioner credential.

SKILLS

Service Blueprinting & Journey Mapping, Co-Design & Workshop Facilitation, Qualitative User Research, Systems Thinking
Figma & FigJam, Stakeholder Management, Behavioral Design / JTBD, Plain-Language & Accessibility

AWARDS

Core77 Design Award - Service Design 2023

Core77

Industry recognition for healthcare member experience redesign.

HOBBIES

Letterpress printmaking

Rock climbing in the Gunks