



Service Designer—Local Museum

SALARY RANGE (2018): \$64,000–\$86,000

My job is focused on the creation of thoughtful experiences using a combination of digital, audio and tangible mediums. My skills provide all kinds of benefits to the end-user experience, including entertainment, education, and hopefully delight. I look at every contact point between our customer and our organization.

The Tip: View school as only a small part of your education. While in school, commit to working (or volunteering) at least 20 hours each week with a purpose. Become a bartender to develop interpersonal skills; volunteer doing digital marketing for a non-profit; become a leader in a club. This forces you to get out and apply your education.

PRIORITY KNOWLEDGE AND SKILLS:

Management Skills

- Manage the design process.
- Develop and implement program schedules
- Act in a responsible manner with regard to the needs of people, their communities, and society as a whole

Research & Insights Skills

- Formulate focused and practical research questions
- Develop and execute qualitative research including observation, interviews and text analysis
- Develop and execute quantitative research including large data set statistical analysis
- Apply a deep knowledge of human behaviour to understand usability
- Systems mapping and knowledge transfer

Communication Skills

- Translate content into meaningful information
- Write clearly, including technical, descriptive and narrative language, to suit a wide variety of audiences
- Conduct user testing
- Use specialized software to prepare, edit

Design Skills

- Apply data visualization
- Build prototypes out of variety of materials
- Critique and improve design artifacts.

Core Transferable Skills

Be an expert at all core transferable skills:

- Thinking skills
- Communications skills
- Organizational skills
- Interpersonal skills
- Technical literacy

and distribute content across multiple platforms

BUILDING BLOCK EXPERIENCES:

Education & Learning: <ul style="list-style-type: none">● Bachelor of Communication (information design) with a minor in marketing● Completed AMA Digital Marketing eLearning Certificate Module● Dale Carnegie relationship selling course	I took a minor in marketing because I realized in my career my job is about sales. The Dale Carnegie course connects my info design skills with practical sales skills.
Employment Experiences: <ul style="list-style-type: none">● Completed a work term at a technology education company. This company offered me a position upon graduation.● I was promoted twice over five years. I now lead a team.	Recognize and value work experience as a critical dimension of your education. I learned about accountability. Design played a pivotal role in the overall business model. Understanding design as a means to an end – not an end unto itself – changed my career.
Community Experiences: <ul style="list-style-type: none">● Board of the local design association● Chaired fundraising committee for my university	Volunteering opens my network and relationships with a purpose. These are now lifelong friends.
Contextual Experiences: <ul style="list-style-type: none">● Became a parent	Balance requires discipline and perspective. I've become a better manager because I've internalized the principle of “don't sweat the small stuff.”
Relationships: <ul style="list-style-type: none">● My network is diverse—art directors, designers, copywriters, project managers	I built relationships with senior stakeholders early on. I found people naturally like to share their knowledge and impact others, so I made sure they knew the difference they made to me.