

SHERRY XIAOXUE DONG

AN INTERDISCIPLINARY DESIGNER

+ CONTACT

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ABOUT ME

I am a service designer & strategist who practises across a wide range of sectors: from government, health care and education to tourism, retail and banking. As a service & interaction designer at FJORD I work on service design, design research, UX strategy, content & product strategy, customer insights & experience innovation. I help big organisations transform by understanding complex problems they face with people-centric needs driven and new waves of trends coming up.

My passion and interest focus on design for social impact and behaviour changing in order to solve real world problems and improve the daily lives of people. To achieve this, my approach as a designer puts people at the centre of the issues I uncover in my research approach. I lead the process to unfold the complex cultural and social insights in service of meaningful design and collaboration. My industrial design background has given me the skills to adapt to a diverse range of projects and address design challenge with tangible solutions. Together with my work in service design I've become competent in multidisciplinary design practice. This leads to developing solutions that bring new value for both individuals and organisations, customer satisfaction, happy staff and a sustainable business model and service ecosystem.

THINGS GOING ON

London, UK 2015 - Current	Service & Interaction Designer Fjord, Accenture Interactive
2014 - 2015	UX Designer SOMA Analytics
2013 - 2015	MA Service Design Royal College of Art
Oslo, Norway 2011 - 2012	Norwegian Society and Design University of Oslo
Singapore 2010 - 2011	Global business & strategy Nanyang Technology University
Hangzhou, China 2009 - 2013	B.Eng Industrial Design Zhejiang University

EXPERIENCE & PROJECTS

/ Empower organisation from within /

In user centric design approaches, sometimes we might deeply focus on customer experience at the frontline rather than key actors in backstage of the system. One of the key things I learnt and practised in working with large corporations is addressing the holistic picture of key stakeholders and actors in design solutions. I find that when it comes to innovative transformation, engaging and empowering employees with a well-designed experience, is just as important as satisfying the customers.

Project examples:

World leading consumer company

How do we help our sales & distribution representatives sell better?

Multinational oil and gas company

What will the petrol station look like in 2030?

Multinational telecommunications conglomerate

How do we empower our sales team to make the best decision for business?

/ Social impact & behaviour change /

One privilege I enjoyed more in service design than any other design disciplines are the power and potential it has in driving behaviour change of wider audiences and deliver impacts deeply in the society we live in. Technology changes fast, but people do not. When we design for changing behaviour, we need an aligned long-term vision as well as a strategical roadmap with short-mid-long term plan and triggers to achieve it.

Project examples:

West Midlands Combined Authority

How might we discover the role that WMCA and the Mayor's Office can play in actively brokering alternative giving, to address the rising challenge of rough sleeping in the West Midlands?

Ministry of Justice

How can we reduce reoffending by design a better court system for youth offenders?

World leading pharmaceutical company

How can we enlarge our offering from drugs to trustworthy health care services to consumers?

/ Globalisation vs localisation /

Design for everyone is equal to design for no one. Design the right service solution is about understanding the target people and their experience in context. The experience designed for one market can't just be simply migrated to the other one. To work out the strategy for localisation, we need to deep dive in people's behaviour and mindset with a good understanding of the culture and context as well.

Project examples:

Multinational networking, telecommunications equipment, and services company

What's the future digital experience we can build for upcoming consumer products in Europe?

World leading cross-continental cancer and cardiac services provider

How's the experience of cancer treatment like in China and how can we entre the market?