

SAM OSYS

Service Design | Human-Centred Design | DesignOps | UX

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SUMMARY

As an experienced design leader, I have held roles such as Creative Director, UX Designer, and Service Design Lead, managing multidisciplinary teams, driving innovation, and collaborating with diverse stakeholders. This background has given me a deep understanding of practical design challenges and the need for ethical decision-making. Alongside my professional work, I mentor and coach emerging talent in the field. Currently, I am a PhD researcher with the Open University Design Group in STEM, focusing on ethics in design practice. My research bridges theory and practice, aiming to embed ethical considerations into the design process and foster a design culture that contributes positively to society.

PROFESSIONAL EXPERIENCE

Product Owner | Journey Planning and Performance Lead

NatWest, London | 2024–Present

As part of the extended leadership team at NatWest, I contributed to shaping team strategy, setting annual goals, and defining OKRs. My role involved overseeing the OBJEF (One Bank Journey Enablement Framework), which encompasses the products our team manages. This framework supported journey teams' day-to-day activities, helping them mobilise, stand up, and mature journeys to enhance our customers' experiences.

In addition to managing the framework, I served as the Product Owner for the Community of Interest (CoI). This role involved organising monthly events that brought together the Journey community to engage with external and internal speakers. These events included panel discussions on relevant topics, providing valuable insights and fostering a collaborative environment.

As a line manager, I mentored and coached my team members, supporting their professional development and growth. Additionally, I extended my mentoring and coaching efforts beyond my direct reports, helping colleagues across the organisation. My commitment to leadership ensured that people felt empowered, motivated, and equipped with the skills needed to achieve their goals and contribute to the organisation's overall success.

Product Owner | Customer Journey Framework Lead Consultant

NatWest, London | 2023–2024

As a Journey Transformation Specialist, I played a pivotal role in supporting the Head of Journey Transformation, Planning and Deployment.

My primary responsibilities included:

- Designing and refining bank-wide journey standards, learning pathways, and framework.
- Creating and managing a strategy to implement and ensure compliance with these standards.
- Developing tools and policies to ensure consistent journey management.
- Collaborating with stakeholders to evolve customer journey policies.
- Coordinating with cross-functional teams, such as Agile coaches and Transformation Leads, to establish effective journey frameworks.
- Working closely with SMEs to standardise journey methods and approaches.
- Developing the journey playbook and ensuring disciplined execution of the framework.
- Establishing and maintaining a community of practice to communicate new standards.
- Undertaking line management responsibilities.
- Contributing to the continual refinement of customer journey standards and products.

In addition to these responsibilities, my role required me to leverage my expertise in customer journey design and implementation within large, complex organisations. I also brought in-depth knowledge of risk frameworks and systems and the ability to simplify complex tasks and effectively communicate them to diverse audiences.

Service Design Lead | Colleague Journey Lead

NatWest, London | 2023

As a Colleague Journey Lead at Natwest, my primary focus was enhancing colleague experiences, making their journey within the organisation more seamless and fulfilling. While in this role, I collaborated closely with cross-functional teams, gaining valuable insights into understanding the needs, goals, and workflows of internal users, my colleagues. This experience allowed me to develop trust with stakeholders and deliver user-centric solutions that improve their productivity and satisfaction.

EDUCATION

Open University

- PhD Research Student (Design) | 2022–Present
- Master of Research | 2022–2024

Academy of Fine Arts

- Master of Fine Arts (Book Illustration) | 2007–2010
- Bachelor of Fine Arts (Printmaking) | 2004–2007

Advanced Leadership and Management Certificate

- Level 5 (Distinction) | 2019–2020

PROJECTS

Taiwan Presidential Hackathon

Worked with a multidisciplinary team to develop a platform (Digital EMpowerment for Efficient TERRain management (DEMETER)) that uses soil data to recommend most sustainable crops to farmers.

ARC Universities Group

Collaborating to promote research, skills, and innovation in support of the region. I served as the Open University representative for 2024, contributing to the cohort through insightful discussions and fireside chats, leading up to the Summit in November 2024.

Design WakeUp!

Co-founded a community to empower people from different backgrounds, stimulate change and create better organisations through design.

VOLUNTEERING

Mentor | Connections for Carers mentoring scheme | 2024

Senator | Open University | 2023–Present

STEM Academic Committee Member | Open University | 2022–Present

Student Representative | Open University | 2022–Present

Mentor | Interaction Design Foundation (IxDF) | 2022–2024

REVIEWING

Reviewer for DRS 2024 Design Research Society Paper Track 24: Ethics in/of/for Design | 2024

Contributor to DRS24 Theme Track Proposal initiated by the DRS Design Ethics Special Interest Group | 2023

Reviewer for PGR Summer Conference at the Open University | 2023

Key Responsibilities:

- Led on digital innovation and continuous improvement of colleague journeys and process
- Owned and delivered the approach and framework to measure, sustain and improve all of the Functions, Journeys and processes from a colleague's perspective
- Led PI Planning in the Function to define priorities
- Managed the Functions Flight path and Deliverables Forum
- Responsible for the Functions of Programme governance and control

Head of Capability - Human-Centred Design

Sysdoc, London | 2021–2023

A leadership role responsible for all human-centred design projects as part of Sysdoc Management Consulting integrated approach. Leading a team of resilient, purpose-driven, multi-disciplinary designers and working with various other groups and capability areas across the business to articulate an overall design vision and identify areas for improvement for the business and clients.

Selected projects:

- **Aquila iDMS, Aquila.** Conducted a series of interviews to understand user requirements and developed high priority recommendations based on the data collected.
- **Human-Centred Approach to Implementing New Systems, British multinational arms, security, and aerospace company.** User research to ensure that the facilitated training process was fully tailored to the relevant audiences, <https://www.sysdoc.com/case-studies/ahuman-centred-approach-to-implementing-new-system-developing-learning-cultures-anddriving-continuous-professional-development>
- **Creating and achieving an accessible higher education for young people, Causeway.** Reviewing the user experience by incorporating frameworks for analysis underpinned by Nielsen's usability heuristics, accessibility principles, content and messaging principles, linking storytelling recommendations with digital/social media concepts (through an understanding of their target audiences), using design techniques to solve problems. <https://www.sysdoc.com/case-studies/creating-and-achieving-an-accessible-highereducation-for-young-people>

Service Design Lead

Capita, London | 2020–2021

As a senior member of the Experience & Design team, I work across multiple projects/programme workstreams, assessing and delivering business processes and supporting change that impacts multiple stakeholder groups.

Selected projects:

- **DHSC Self Isolation User Research, NHS Test & Trace.** Understanding the self-isolation journey from the citizen's perspective through desk research, hypothesising, generating ideas, and conducting primary research to explore and validate. User research aimed to explore ideas that could improve people's ability to self-isolate effectively by providing clear guidance at critical moments in the self-isolation journey and focusing on key touch-points in the testing journey. This research actively sought to engage BAME communities to understand whether these new ideas might increase effective self-isolation within these communities.
- **Innovation and Experience Design CVP (Client Value Propositions), Capita Consulting.** The analysis of the problem space led to a series of ideation sessions to gather the data needed to test the concept and identify any final constraints or issues before manufacturing, ensuring that the product successfully addresses the problem it was designed to solve.

Head of DesignOps

Capita, London | 2020–2021

DesignOps aims to establish resilient processes and measures that support scalable solutions to client challenges, freeing designers to focus on research and design. By orchestrating and optimising tools, techniques, and methodologies, we could increase the value and impact of design at scale.

Primary responsibilities:

- Growing and developing the Experience Design (XD) team, representing their needs while ensuring that designers don't lose sight of the business goals.
- Creating efficient workflows to free designers from unnecessary meetings and allow them to do what they do best - design. Identifying the team's needs in terms of processes, tools, documentation, asset management, etc.
- Acting as the voice of design within the organisation
- Working with and supporting the design team to deliver world class designs
- Acting as a bridge between the XD team and the Engineering, Product Management and Marketing teams, ensuring interdependencies are understood and planned for.
- Implementing new tools with designers, researchers and cross-functional partners to meet the growing need for global collaboration

STRENGTHS

- Design Strategy and Theory
- Human-Centred Design
- Design Thinking
- User Research and Discovery
- Behavioural Design
- Design Ops
- Coaching Mentoring

SKILLS

- Project and Programme Management
- Qualitative and Quantitative Research
- Data Collection and Analysis
- Research Design and Execution
- Experimentation and Evaluation
- Agile Methodologies
- Adobe Creative Suite
- UX/UI Tools
- Facilitation and Training
- Instructional Design
- Event design and Coordination
- Client Engagement
- Creative and Visual Design
- Data Visualisation

TECHNICAL

- Online Collaboration (Co-create, Mural, Miro, Whiteboard, FigJam, Invision)
- Adobe Creative Suite (Indesign, Photoshop, Illustrator, Digital Publishing Suite, After Effects, Premiere pro, Animate)
- Prototyping and Wireframing (Sketch, Figma, Xd, Principle)
- Basic coding (Dreamweaver, HTML5 + CSS, Unity, PowerApps)
- Instructional Design (RiseArticulate360, Vyond, Canva)
- Data Visualisation (PowerBI, Tableau)
- Data Analysis (NVivo, Excel, Python, Google Analytics)
- Illustration (Procreate)

INTERESTS

- Design ethics
- Behavioural science and Psychology
- Systems thinking and Complexity
- Organisational design
- Artificial intelligence
- Neuroscience
- Environmental sustainability
- Biomimicry
- Linguistics

Managing Principle, Client Value Proposition Development

Capita, London | 2020

Pan Capita Client Value Propositions, UK Government. Creation of Client Value Propositions to support the UK Government during the Covid-19 outbreak. The team worked with industry leaders and undertook extensive research and testing to understand the new market landscape and produce CVPs for topics including cyber security, vulnerability, automation, connectivity, resourcing, e-learning and distance learning, asset utilisation, future of contact centres.

Interactive Studio Manager, Creative Client Engagement SME

Capita, London | 2018 – 2020

The Studio was a collaborative client engagement suite specifically designed to host interactive, workshop-style events. It was a space where clients could come together to brainstorm, and problem solve with the help of our facilitators. The studio allowed us to create a unique, engaging experience that clients could take away and apply elsewhere. We were able to facilitate conversations between clients that could have a lasting impact on their organisation's culture and performance.

My primary responsibilities were:

- Managing the Studio and leading the Studio team
- Proactively identify opportunities across the business to enhance the client experience with interactions in the Studio and create a library of content for use by everyone in the Centre.
- Using collaborative event design methodologies to generate creative ideas/themes for an event, ensuring that each customer experience has a bespoke event identity. Driving professional, holistic end-to-end experience for each event, combining environmental design, graphics, and technology to create the desired atmosphere.
- Coaching users throughout the design process to shape their input/content in line with the Centre's technology and ethos.

Design and User Experience Consultant

Capita, London | 2017 – 2018

The Studio, Capita. One of the challenges in creating the Interactive Studio was to ensure that the needs of our users were met. To do this, we conducted interviews with several potential super-users across the organisation to better understand their needs and create user journeys. We also conducted a requirements analysis to gain insight into the desired user experience. This data was essential in designing the user experience of the Interactive Studio and ensuring it met the needs of our users.

Account Manager for Capita Transformation

Capita, London | 2016 – 2018

In addition to my role as a graphic designer, I decided to take on account management responsibilities. This allowed me to develop a greater understanding of how the company works and allowed me to take ownership of projects and manage them more effectively. This new role introduced me to the world of account management, where I learned how to effectively manage a project, handle client enquiries, and provide creative direction. I proactively engaged with people across Capita Transformation to help them understand design opportunities and when and how to use design input. This allowed me to develop an even better understanding of the business needs and build relationships with different departments. It also enabled me to provide feedback on how design services could be better utilised and give direction on how existing processes could be improved. In addition, I provided guidance on how best to approach projects and how to effectively use design components to support desired business objectives.

2015 – 2018 **Senior Graphic Designer and Digital Specialist** | Capita, London

2013 – 2018 **Graphic Designer / Design Consultant** | Self Employed, London

2014 – 2017 **Creative Director and Co-founder** | Blagers.co, London

2014 – 2015 **Creative Designer** | Vesuvius, London

2012 – 2014 **Art Director** | ROstyle&life, Warsaw

2011 – 2013 **Art Director / Graphic Designer** | Murator Publishing House, Warsaw

2011 – 2011 **Graphic Designer** | ELLE magazine, Warsaw

2010 – 2011 **Graphic Designer** | Party - życie gwiazd Magazine, Warsaw

2007 – 2009 **Data Analyst** | Polish Air Navigation Services Agency, Warsaw

2007 – 2007 **Freelance Designer** | GM Records, Warsaw

2005 – 2006 **Student Air Traffic Controller** | Polish Air Navigation Services Agency, Warsaw

COURSES

Certified SAFe® 6 Practice Consultant - Scaled Agile (SAFe®) Training by Agile Certification Academy Scaled Agile (SAFe®) Training by Agile Certification Academy 2025

Certificate of Completion of Behavioural Design Course, Hyper Island, 2021

Certificate of Completion of Introduction to Human-Centred Design Course, Acumen Academy, 2021

Certificate of Completion of Design Management Course, University of Arts London, 2020

Certified Scrum Product Owner, Scrum Alliance, 2020

Certified Facilitator of Human-Centred Design, LUMA Institute, 2020

Certified Practitioner of Human-Centred Design, LUMA Institute, 2020

Certificate of Training Completion of Creating Web Pages, Sad Sp. Z o.o. Apple and Adobe Authorised Training Centre, 2011

DTP (Desktop Publishing) Operator Certificate, Sad Sp. Z o.o. Apple and Adobe Authorised Training Centre, 2010

Certificate of Proficiency in English, University of Cambridge, 2003

Certificate of completion of Graphic Design, Interior Design Course, International Education Society, 2002

EVENTS

AUG Online Discussion on Connectivity and Built Infrastructure | Moderator | Oxford-Cambridge ARC Universities Group, 2024

Service Design: Transforming Public & Private sectors for better customer outcomes! Community of Interest | Moderator | NatWest, 2024

FS Landscapes: What Does the Future Look Like? | Panellist | Banking Transformation Summit, 2024 | More info here

Inclusive Futures: Exploring STEM Careers event | Panellist | Open University, 2024 | Watch recording here

OB Journey Community of Interest: Customer Insights: Powering your ability to boost positive organisation transformation | Moderator | NatWest, 2024

GenAI Series Part 3: Generative AI Solutions | Panellist | NatWest, 2023