

# SAM OSYS

Service Design | Human-Centred Design | DesignOps | UX

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## SUMMARY

A skilled design and transformation leader with extensive experience in design strategy, human-centred design, and DesignOps. Strong track record of driving strategic initiatives to improve customer and colleague experiences across major organisations. Expertise includes design thinking, service design, and team development, with a focus on delivering innovative, user-centric solutions that align with business objectives. Holds advanced qualifications in design and leadership, along with certifications in human-centred design and agile methodologies.

## PROFESSIONAL EXPERIENCE

### Journey Planning and Performance Lead

NatWest, London | 2024–Present

- Shape team strategy and define OKRs as part of the leadership team.
- Product Owner for the One Bank Journey Enablement Framework, improving customer experience.
- Oversee the Community of Interest, organising events for journey community engagement.

### Customer Journey Framework Lead Consultant

NatWest, London | 2023–2024

- Designed bank-wide journey standards, learning pathways, and framework.
- Developed tools and policies for consistent journey management.
- Collaborated with cross-functional teams to implement customer journey methods.

### Colleague Journey Lead

NatWest, London | 2023

- Led digital innovation for improving internal colleague journeys.
- Managed PI Planning and programme governance within the function.

### Head of Capability - Human-Centred Design

Sysdoc, London | 2021–2023

- Led human-centred design projects and advocated its principles across the business.
- Developed creative strategies and solutions in collaboration with clients.

### Head of DesignOps

Capita, London | 2020–2021

- Implemented processes to improve the efficiency of design teams.
- Grew the Experience Design team and optimised workflows.

### Previous Roles Include:

- Managing Principle, Project Manager – Capita | 2020
- Interactive Studio Manager – Capita | 2018–2020
- Design & UX Consultant – Capita | 2017–2018
- Senior Graphic Designer and Digital Specialist – Capita | 2015–2018
- Art Director / Graphic Designer – Various Publications | 2010–2014
- Data Analyst – Polish Air Traffic Control Agency | 2007–2009

For a full list of jobs and responsibilities please go to my [LinkedIn](#) account

## 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



## 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

## COURSES

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

**Behavioural Design** - Hyper Island

**Introduction to Human-Centred Design** - Acumen Academy

**Design Management** - UAL Online Short Courses

**Certified Scrum Product Owner (CSPO)** - Scrum Alliance

**Certified Practitioner and Facilitator of Human-Centred Design** - LUMA Institute

**Front-end Development** - Apple Authorised Training Centre

## 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