

## CURRICULUM VITAE

Samantha Osys  
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Samantha Osys is an accomplished and ambitious senior-level professional with over 16 years of experience in developing, leading, and executing successful, visionary projects for high-profile brands. She has worked with a range of clients across a variety of industries to understand their business, validate challenges and design solutions that deliver success. She helps organisations to challenge, innovate and add value to underperforming areas by applying human-centred design principles and user experience best practices.

As Head of Human-Centred Design, she is a career advocate for four protégés and leads a team of creative designers. She is also a mentor for Interaction Design Foundation students and works with Loughborough University to support students in their research projects. Her key skills and areas of interest are design ethics, design thinking, workshop design and facilitation, behavioural design, design management, service design, systems thinking, business architecture and user experience.

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### **Education**

#### **Open University**

STEM Faculty | Department of Design  
PhD Research Student | 2022 – Present  
Master of Research | 2022 – 2024  
Project in progress: Ethical Decision-making in Digital Product Design

PGR student representative on the STEM Academic Committee

#### **Advanced Leadership and Management**

Level 5 (Distinction) Certificate | 2019-2020

#### **Academy of Fine Arts**

Graphics department  
Master of fine arts – Specialisation: Book illustration and History of Art. | 2007-2010  
Bachelor of fine arts - Specialisation: Printmaking and History of Art. | 2004-2007  
School of Pedagogy – Certificate in HE

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### **Certificates**

**Certificate of Completion of Behavioural Design Course**, *Hyper Island*, London 2021  
**Certificate of Completion of Introduction to Human-Centred Design Course**, *Acumen Academy*, London 2021  
**Certificate of Completion of Design Management Course**, *University of Arts London*, London 2020  
**Certified Scrum Product Owner**, *Scrum Alliance*, London 2020  
**Certified Facilitator of Human-Centred Design**, *LUMA Institute*, London 2020  
**Certified Practitioner of Human-Centred Design**, *LUMA Institute*, London 2020  
**Certificate of Training Completion of Creating Web Pages**, *Sad Sp. Z o.o. Apple and Adobe Authorised Training Centre*, Warsaw 2011  
**DTP (Desktop Publishing) Operator Certificate**, *Sad Sp. Z o.o. Apple and Adobe Authorised Training Centre*, Warsaw 2010  
**Certificate of Proficiency in English**, *University of Cambridge*, Warsaw 2003

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

**Certificate of Completion of Photography Course**, *Cultural Centre of Ochota*, Warsaw 2000

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## **Professional Experience**

2021 – Present

**Head of Capability – Human-Centred Design and Interim Head of Marketing**, *Sysdoc*, London

A leadership role responsible for all human-centred design projects as part of Sysdoc Management Consulting's 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/a-human-centred-approach-to-implementing-new-system-developing-learning-cultures-and-driving-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-higher-education-for-young-people>

2020 – 2021

**Service Design Lead, Client Value Proposition Development**, *Capita*, London

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 touchpoints 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**, *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.

2020 – 2021

**Head of DesignOps**, *Capita*, London

DesignOps aims to establish 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 and driving change to ensure designers are working at optimum efficiency
- Implementing new tools with designers, researchers and cross-functional partners to meet the growing need for global collaboration

2020 – 2020

**Managing Principle, Client Value Proposition Development, Capita, London**

**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.

2018 – 2020

**Interactive Studio Manager, Creative Client Engagement SME, Capita, London**

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.
- Use collaborative event design methodologies to generate creative ideas/themes for an event, ensuring that each customer experience has a bespoke event identity. Drive a 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.

2017 – 2018

**Design and User Experience Consultant, Capita, London**

**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.

2016 – 2018

**Account Manager for Capita Transformation, Capita, London**

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**

The team started as a bid design team, but we were able to support more of Capita as we grew and added new skills. As well as the regular graphic design responsibilities, I oversaw the discovery of new skills and added them either by training a specific person or recruiting a new person to our team.

2013 – 2018 **Freelance 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**

Collecting and sifting air traffic data from Maastricht and comparing it with data collected in Poland by the Air Traffic Control Agency to find anomalies. Once identified, research was carried out to find the source of the anomalies and to make recommendations for the next steps.

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

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

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## Exhibitions

2022 **Brain Cake: International Art Exhibition, m.a.d.s. artgallery, Barcelona**  
2022 **Liquid Arsenal: International Art Exhibition, m.a.d.s. artgallery, Fuerteventura and Milan**  
2022 **Dulwich Festival, Dulwich Art Group, Paintings, London**  
2013 **Jasinski & Friends, Dominic Jasinski, Graphic Art and Drawings, Warsaw**  
2013 **Jasinski & Friends II, Dominic Jasinski, Graphic Art and Drawings, Warsaw**  
2010 **Samantha Kaminski Art, FrameArt Warehouse, Warsaw**  
2009 **Samantha Kaminski Paintings and Prints, Triplette, Warsaw**  
2008 **Three Spaces, Triplette, Graphic Art and Artistic Ceramics, Warsaw**  
2007 **ASP Group Exhibition, Warsaw Graphics Biennial, Warsaw**  
2007 **Samantha Kaminski Paintings and Prints, Youngs Gallery, Warsaw**  
2005 **Group Exhibition, Le Madame, Warsaw**  
2004 – 2010 **Annual Art Exhibition, Academy of Fine Arts, Warsaw**

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## Publications

### Articles:

- How do you navigate the ambiguous world of job titles in Design? Published on [www.designwakeup.com](http://www.designwakeup.com), 2022. co-authored with Simon Ker. Link to article: <https://designwakeup.com/episode-3-ui-ux-product-whats-in-a-name/>
- How can design thinking help you reach your users? Published on [www.designwakeup.com](http://www.designwakeup.com), 2022. Link to article: <https://www.sysdoc.com/insights/blog/how-can-design-thinking-help-you-reach-your-users>
- Land change with creativity and a paperclip. Published on: [www.sysdoc.com](http://www.sysdoc.com), 2022. Link to article: <https://www.sysdoc.com/insights/blog/how-creative-can-you-be-with-just-one-paperclip>
- The Ethics of Design - Is Tesla compromising their Ethics in favour of profit? Published on: [www.designwakeup.com](http://www.designwakeup.com), 2022. Co-authored with Marco Marques and Simon Ker. Link to article: <https://designwakeup.com/the-ethics-of-design-is-tesla-compromising-their-ethics-in-favour-of-profit/>
- How can we use creativity to solve problems. Published on: [www.sysdoc.com](http://www.sysdoc.com), 2022. Link to article: <https://www.sysdoc.com/insights/blog/how-can-we-use-creativity-to-solve-problems>

- How do you embed Human-centred Design in your organisation? Published on: [www.sysdoc.com](http://www.sysdoc.com), 2022. Link to article: <https://www.sysdoc.com/insights/blog/how-do-you-embed-human-centred-design-in-your-organisation>
- How Can Black Mirror help you test your Product ethics? Published on: [www.designwakeup.com](http://www.designwakeup.com), 2022. Co-authored with Simon Ker. Link to article: <https://designwakeup.com/episode-7-how-can-black-mirror-help-you-test-your-product-ethics/>
- New Era Leadership. Published on: [www.designwakeup.com](http://www.designwakeup.com), 2022. Link to article: <https://designwakeup.com/new-age-leadership/>

### **Podcast Episodes:**

- 2 - Why should people care more about Design Thinking? Design:WakeUp! 2022
- 3 - How do you navigate the ambiguous world of job titles in Design? Design:WakeUp! 2022
- 4 - The real reason YouTube removed the dislike count. Design:WakeUp! 2022
- 5 - The Ethics of Design - Is Tesla compromising their Ethics in favour of profit? Design:WakeUp! 2022
- 6 - Take off like Airbnb or brace for failure. Design:WakeUp! 2022
- 7 - What is a Black Mirror Test, and should you run one? Design:WakeUp! 2022
- 9 - Adobe BOUGHT Figma. Why does this really matter!? Design:WakeUp! 2022
- 10 - Tesla's end of remote work, and now the Twitter sackings. Our take on Elon Musk's leadership Design:WakeUp! 2022

### **Interests and hobbies**

Design ethics, behavioural science, psychology, systems thinking, organisational design, artificial intelligence, environmental sustainability, biomimicry, art, craft, reading, travel.

### **Soft Skills**

Design Thinking, Service Design, Event Facilitation, Event Design, Instructional Design, Event Coordination, UX, UI, Creative Design, Client Engagement, Project Management, Growth Hacking, Sales Methodologies, Illustration, Branding, Corporate Design, Art Direction, Leadership, Mentoring, Data Visualisation, Data Analytics, Graphic Design, Creativity.

### **Technical Skills**

Co-create, Indesign, Photoshop, Illustrator, Digital Publishing Suite, After Effects, Premiere pro, Muse, Animate, Xd, Sketch, Figma, Invision, Principle, Dreamweaver, HTML5 + CSS, Procreate, Unity, RiseArticulate360, Vyond, Word, Powerpoint, Excel, Miro, Mural, Visio, Stream, m365, PowerBI, PowerApps.