

Lillian Hubbell

LillianHubbell@gmail.com

LillianHubbell.com

+1 (206) 618-2620

Service Designer

Looking for opportunities to use design to work collaboratively, empathetically, and holistically towards a more equitable future.

Education

Savannah College of Art and Design
Bachelor of Fine Arts Service Design, minor Art History

Experience

IBM Consulting Service Designer

May 2021 - Present. Led research and service design projects to improve the internal experience and tooling for IBM consultants. Coached colleagues in service design practices and IBM Enterprise Design Thinking methodologies.

IBM Design Lead & Researcher

June 2019 - May 2021. Formed user-focused insights and action-plans in an ambiguous and complex domain. Fought through a bureaucratic world to create moments of consensus, ease, and joy.

USAA Innovation Lab Design Intern

June - August 2018. Directed research and visualized areas of opportunity for healthcare data in USAA's Innovation Lab. Researched and designed solutions for internal processes.

The NAYA Toolkit:

Partnership with PYXERA Global

March - May 2018. Defined key success factors of integrated community development programs and created concepts for a universal replication model.

Academic Work

Experimental projects explored at SCAD

AXIS for Natural Disasters

Sept - Nov 2018. A smart wristband and wrap-around services to support senior citizens during natural disasters.

Pace: A System for Chronic Pain

March - May 2018. Developed a system of solutions (physical, digital, and experience-based) to help our user understand, discuss, and treat her chronic pain.

Skills

Design Thinking & Research

- Stakeholder interviews
- Synthesis of ambiguous spaces and process mapping
- Creative brainstorming and rapid prototyping
- Solution development
- Divergent-convergent thinking
- Co-creation workshops

Service Design

- Going beyond a user-focus to an actor and stakeholder perspective
- Service blueprints, journey & stakeholder maps, etc.
- System and institution-level mindsets

Leadership

- Identifying & supporting colleagues' strengths
- Reaching consensus in contentious spaces
- Experimenting with processes

Visual Design & User Experience

- Visual design and UI/UX are not my expertise but quick prototyping is essential to effective interviews. I am familiar with Figma, Sketch, InVision, Illustrator & InDesign, and have exposure to Photoshop and After Effects.

Honors

Outstanding Design Achievement Award

IBM Systems, 2021

IBM Volunteer Excellence Award

IBM, 2021- this award earned \$10,000 for [Saint Louise House](#)

Systems IMPACT Award

Power Systems Virtual Server, 4Q 2020

IBM Cognitive Systems

Exemplary Rookie, 2020

International Design Awards (AXIS)

Gold, 2019

Emerging Product Designer of the Year, 2019

European Product Design Award

Bronze in Design for Society/for Elders, 2019