Jess Ryan *(she/her)*

Service design and strategy leader

Summary

I guide multidisciplinary teams toward working more strategically and cross-functionally. When we work together, we win together.

With a breadth of expertise and a robust toolkit of frameworks and practices, my approach is built on a foundation of systems thinking, cognitive psychology, dialectics, emergent strategy, and service design.

The work I do has real impact:

- Shifts in how the company approaches its business

- Broader understanding of how strategy and vision relate to practical, day-to-day implementation

- Increased value and appreciation of design

- Improved design literacy across the organization, especially in the areas of accessibility, content, and inclusive design

- Actionable approaches to innovation and value creation

- Improved interpersonal relationships: effective communication, conflict management skills, etc.

Adding value

🧠 Strategy and innovation

In practice:

Working with stakeholders to develop and implement strategies that will inform approaches to addressing unmet business, user, or organizational needs.

Applies at any level, from specific projects to broader organizational programs and initiatives. Also applicable at the individual and interpersonal levels (e.g., goal setting, team building, etc.).

Capabilities:

| Open problem solving
| Design frameworks

| Information architecture
| Modelling (Content, data, objects)

| Process design and governance
| Change management

🧭 Facilitation

In practice:

Aiding teams and individuals in making sense of complex, abstract challenges, and helping them effectively communicate recommendations, strategies, or tactical plans.

Includes finding and creating opportunities to discuss challenging (and often subjective) design concepts, such that participants feel productive, respected, and heard.

Capabilities:

| Workshop facilitation
| Audience awareness

| Meetings and rituals
| User research

| Collaborative ideation
| Conflict mediation

📚 Advocacy and education

In practice:

Guiding teammates and partners through shifts in behaviors, mindsets, and values. These shifts collectively move us toward a broader shared vision of a future that is feasible, values-aligned, viable, and desired.

Developing and implementing strategies to drive adoption of standards and best practices — including but not limited to design systems, psychological safety, and guidance from partners in areas like privacy, compliance, accessibility, and ethics.

Capabilities:

| Training the business | Ways of working | Educational collateral |

| Vision building | Stakeholder engagement |

📣 Influence and exposure

In practice:

Fostering multidisciplinary thought leadership, both internally and externally, to influence collaboration, adapt internal positioning, and improve the organization's employer brand.

Identifying and communicating opportunities to engage in continuing education, workshops, or other experiences to gain expertise and insights from relevant disciplines' communities of practice.

Capabilities:

| Communities of practice | Internal / external hubs | Training and skills building |

| Storytelling |

🤝 Advisor / SME and collaborator

In practice:

Collaborating across multiple projects and initiatives; developing new practices that drive increased value and appreciation of design both internally and externally.

Requires breadth, mentorship, evangelism, thought leadership, long-term vision, and storytelling.

Areas of expertise:

| Systems thinking | | Service design | | Facilitation

| Content design | | Object-oriented UX | | Accessibility