

# Nick Crampton | Résumé

Service and Experience Design Leader | (he/him)



Leading large, cross-functional teams in the design and delivery of complex, human-centered experiences

Advancing the craft of service and experience design through teaching, co-creation, and invention

## Key Skills & Experience

### Service Transformation

- 14 years leading teams of designers, product managers, tech, and business partners to apply human-centered approaches while delivering great customer and employee experiences across touchpoints
- Building trust and advocacy for the strategic value of design with new partners - starting small and tactical to eventually tackle larger transformation while scaling effective design approaches and methodologies across organizations

### Design Leadership

- Building thriving teams of designers, researchers, and strategists, ranging in size from 5 to 25, while managing and mentoring design leaders
- Partnering with VP and C-level leadership from Design, Product, and Technology to keep large programs aligned to deliver a shared vision
- Transforming how we work and collaborate remotely, with a team wellness focus, through uncertainty and upheaval, championing collective and individual needs

### Applied Strategy

- Developing design-led vision and directing delivery of multiple enterprise-scale platforms and services that have transformed how both customer and employee needs are served
- Gaining executive support and securing sustained funding to run large-scale, multi-year programs of work
- Reorganizing Product and Engineering verticals around end-to-end experiences to deliver company-wide experience visions and remove organizational silos

### Capacity Development

- Training and mentoring over 1,000 students and counting across North America in service and experience design tools, methods and mindsets
- Developing, piloting, and iterating comprehensive Service Design curriculum and supporting materials
- Gathering data from participants to continually improve the content, materials, and delivery of training
- Tailoring practical modules to help attendees apply learnings to solve real problems in their work

## Selected Talks & Exhibits

**SXSW 2017** (Austin, TX)  
“Working With Service Blueprints”

March 2017

**UX Week 2016** (San Francisco, CA)  
“Radically Inclusive Service Experiences”

August 2016

**STOKE** (Scotiabank Nuit Blanche, Toronto)  
Interactive Art Installation

October 2013

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## Professional Experience

May 2023 - Present

### Partner, Experience Design & Strategy

Simply Designed Services  
Vancouver, Canada (Remote)

- Building out the consulting, facilitation, and training practices for Simply Designed's corporate offerings

Jan 2022 - Apr 2023

### Head of Experience Strategy

Silicon Valley Bank | Product Design & Strategy  
Vancouver, Canada (Remote)

- Established and led the Experience Strategy team, running strategic initiatives with partners across the company to uncover unmet needs and informing delivery of digital and in-person experiences
- Coached and developed strategic design skillsets within the Product Design organization, and increased exposure and demand for strategic design capacity with product, business, and engineering partners
- Fostered a design community of practice to bring together design and strategy leaders from around the company (Product, Brand, Marketing, CX, Innovation) to help standardize processes, share tools and resources and find opportunities to partner on initiatives across teams with mutual value and impact

Jun 2018 - Jun 2021

### Director, Experience Design

Capital One | Data Experience Design  
San Francisco, USA

- Developed design-led vision and directed delivery of an enterprise-wide platform that transformed the way over 18,000 employees work with an ecosystem of tools, services, and repository of over 95 petabytes of data to solve complex business problems and deliver more personalized customer experiences.
- Built and led a thriving team of 25 designers, researchers, and strategists from the ground up, managing a team of 5 leaders directly. Coached and mentored the team with compassion and inclusion through the COVID-19 pandemic as well as the many social justice issues brought to the forefront in 2020-21
- Partnered with VP-level leadership from Design, Product, and Technology to keep a multi-year Agile program with over 500 team members aligned to deliver the platform while reducing annual operating expenses by \$1.81B, reducing the time it takes to publish new datasets by 71%.
- Served on the leadership team of Capital One's San Francisco LGBTQ2IA+ employee resource group, OutFront. Duties included organizing events, advocating for the needs of our employees, volunteering in the community and doing outreach with the broader LGBTQ2IA+ community in San Francisco.

Jun 2015 - Jun 2018

### Manager, Service Design

Adaptive Path at Capital One  
San Francisco, USA

- Led strategic projects to scale the Service Design practice during integration into Capital One's design org
- Led cross-functional teams to reimagine, drastically simplify, and humanize key customer and employee experiences (e.g. becoming a customer, dealing with fraud, transforming our customer support experience)
- Developed and delivered strategic design training to over 200 employees across the business
- Consulted and mentored teams to help them restructure around delivering end-to-end experiences

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## Professional Experience

- Oct 2012 - May 2015 ● **User Experience Design Lead**  
Usability Matters  
Toronto, Canada
- Jan 2012 - Sep 2012 ● **Interaction Design Lead**  
Bruce Mau Design  
Toronto, Canada
- Sep 2010 - Jan 2012 ● **Instructor - Advanced Digital Design**  
School of Design, George Brown College  
Toronto, Canada
- Sep 2009 - Jan 2012 ● **Staff Designer**  
Institute without Boundaries  
Toronto, Canada

## Education

August 2009 – June 2010

Graduate Certificate  
**Interdisciplinary Design Strategy (Honours)**  
Institute without Boundaries  
George Brown College  
Toronto, Ontario

September 2005 – June 2009

Bachelor of Information Technology  
**Interactive Multimedia and Design (Honours)**  
Senate Medal recipient for academic achievement  
Carleton University  
Ottawa, Ontario