

# Misha Volf

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## SERVICE DESIGN LEADER

Misha is a senior service designer and domain leader with a focus on customer experience (CX), platform experience orchestration, and functional business alignment. Using a range of methodologies from user research, practical ethnography, and innovation strategy, Misha helps organizations and teams align technical, operational, and human resources to customer desirability, business objectives, and mission-driven purpose.

## EDUCATION

### Voice User Interface Design 2018

CareerFoundry

A 12-week NLP AI intensive with a focus on skill development for Alexa.

### Master of Arts 2016

Design Studies,

Service Design (focus)

Parsons the New School for Design

### Master of Science 2012

Architectural Sciences, Acoustics,  
Environmental Psychology (focus)

Rensselaer Polytechnic Institute

### Bachelor of Music 2007

Music Technology

New York University

*magna cum laude*

## RECENT PUBLICATIONS

### “Service Design for Analytics” 2022

*Touchpoint*

Vol 13. No. 2

## SKILLS

- Experience / Journey Mapping
- Persona Development
- Service Blueprints
- Workshop Facilitation
- User Research, Research Design
- Ethnographic Interviews
- Figma, Miro, Mural, Adobe CC

## EXPERIENCE

### Senior Service Designer 2022 -

Philips, Innovation and Strategy

- Defined end-to-end Customer Experience (CX) framework for first-of-kind SaaS offering, integrating core and supporting platform services and touchpoints
- Compiled CX Roadmap, mapping prioritized CX requirements to needed functional capabilities across progressive CX maturity horizons
- Designed and facilitated stakeholder alignment, problem-framing, and ideation workshops
- Extensive service-blueprinting to rationalize and harmonize legacy product portfolios and align to holistic customer experiences
- Worked cross-functionally with business, technology, legal, and design functions to align on product vision and technical implementation feasibility
- Produced customer/user profiles using methods like persona empathy mapping, ethnographic interviews, and generative co-creation labs

### Specialist Master/Manager, Service Design 2019 - 2021

Deloitte Consulting, GPS Strategy and Analytics

- Led and managed design and research teams through prototype development to demonstrate concept viability
- Built research accelerator toolkits for junior staff and non-expert partners in the organization
- Led Strategic Foresight projects to horizon-map emerging developments in AI

### Sr. Design Researcher 2018 - 2019

Cognizant Interactive (Idea Couture)

- Designed and led ethno-forward user research programs to define functional needs and evaluate product usability

### Architectural Acoustics Consultant 2012 - 2014

Harvey Marshall Berling Associates

- Specified acoustic and audio visual systems for buildings