

Penny Webb-Smart
Service Designer
Design Lead

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Portfolio pennywebb-smart.com.au
Home Sydney, Australia

Experience

Innovation Service Designer Aug 2019 – present
City of Sydney

Service designer for Smart City digital innovation projects.

Head of Product Nov 2018 – Aug 2019
New Horizons

Developed a product management team to enable a disability services provider to grow its NDIS business. Identified priority products, grew revenue by \$17m.

Lead Service Designer Jun 2018 – Oct 2018
ENGINE Transformation. Client: Federal Govt

Collaborated to design Life Checks, a simple tool to help people aged 45+ plan for their future lives, including user research, ideation, stakeholder management and design. Worked with UX, content designers, developers and client.

Service Designer & Founder Jul 2016 – May 2018
Silvr

Developed an online service to automate budget management for everyday Australians, including ideation, user research, prototyping, website build, and alpha trial.

Exec Director Service Reform Jan 2015 – Jun 2016
NSW Department of Finance, Services & Innovation

Set up service design and digital team to work across govt. Projects included online dispute resolution and community engagement. Developed a service design playbook.

Previous experience:

Product management in banking and telecoms.

Skills

User research	Stakeholder mgmt
Problem definition	Qual and quant research
Ideation	Strategy
Workshop facilitation	Data analysis
Customer journey maps	Systems thinking
Service blueprints	Financial and data analysis
Prototyping	Leading teams

Qualifications

Design courses. Degrees in marketing and psychology.