Shijie(SJ) Luo

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Senior Service Designer with expertise in Journey Management, Service Design, and Customer Experience Strategy. Skilled in Journey Mapping, Stakeholder Engagement, and Strategic Research, using data analytics, research, and visualization to drive digital transformation and business impact. Led multiple initiatives in wholesale payments and commercial banking, including a data-driven Journey Atlas to prioritize digital initiatives and CX, a Go-to-Market Strategy for Commercial Banking, and end-to-end customer journey enhancements. Proficient in Service Blueprinting, CX Strategy, and Customer Insights, applying design thinking and analytics to optimize customer journeys, streamline processes, and drive cross-functional collaboration.

WORK EXPERIENCE

Truist • Charlotte, North Carolina, United States • 06/2022 - Present
Senior Service Designer

- **Championed the Commercial Banking Go-to-Market Strategy**, integrating research, stakeholder interviews, and competitive analysis to create client-centric frameworks, including the **Business Life Cycle Advisory (BLA) Playbook and Business Owner Persona**, enabling relationship managers to provide strategic advisory services.
- Optimized client segmentation and tailored solution development for **4,100+** clients, generating **$1.2 billion in potential revenue opportunities** and driving **60,000+ advisory calls** that strengthened client
- Drove measurable business impact, contributing to a **17% increase in commercial client satisfaction** and a **13% rise in recommendation likelihood** within seven months of strategy implementation.
- **Developed a Journey Atlas framework** to **prioritize digital initiatives and customer experience enhancements** in **Wholesale Payments**, aligning cross-functional teams across **Journey, UX, and Product** to streamline implementation.
- **Developed journey-led processes and operational models**, integrating customer experience insights into the **Wholesale Payment digital platform**, ensuring seamless alignment between **Journey, UX, and Product teams** for enhanced execution.

Ascension • 05/2021 - 12/2021
Service Designer

- Enhanced user experience by incorporating insights from **20+ interviews,** resulting in a **12% increase** in remote patient monitoring pilot performance and heightened patient satisfaction.
- Designed **current state and future state service blueprint** for the current pilot to identify the workflow and future design opportunity
- Facilitated **workshops** with the industry leaders on patient monitoring and executives to prioritize and frame future design & operation direction.

Amazon · 01/2021 - 03/2021
SCADpro-Sponsored Course /Design Research/Service Design

- Researched, developed, and tested a methodology to improve the equitable experience and inclusive design.
- Conducted interviews with 2 Amazon design directors, 2 Amazon UX managers and 2 IBM ethic designers to discover problem space.
- Conducted a literature review and identified a suitable theory for further development and transform the chosen theory into design artifacts

EDUCATION

Master of Fine Arts - MFA in Service design
Savannah College of Art and Design

Bachelor of Engineering - BE in Computer Science
Hefei University of Technology

SKILLS

Service Prototyping, User Experience (UX), UX Research, Service Blueprinting, Journey Analytics, Journey Mapping, Ecosystem Mapping, Design Research, Curriculum Design, Design Thinking, Workshop Facilitation, Infographic Design, Journey Management