Ingrid Solheim-Barker

Service Designer

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SUMMARY

Service designer with 5 years redesigning public and financial services across digital, phone, paper and in-person channels. Leads research with users and frontline staff, builds service blueprints and works with operations and policy teams to ship changes. Recent work cut status calls on a benefits service by about a third.

EXPERIENCE

Service Designer — City of Lakeport, Office of Service Innovation

Minneapolis, MN · Apr 2022 – Present

- Led redesign of a utility bill assistance service used by about 18,000 households a year, from research to rollout across 4 channels.
- Ran 32 interviews with residents and 14 shadowing sessions with call center and case staff, then built the service blueprint that set the team's priorities.
- Rewrote 6 letters and an online form with frontline staff, cutting calls about application status by about 33% in 6 months.
- Facilitated 12 workshops with operations, policy and IT leads to agree on a 3-phase delivery plan.
- Trained 20 city staff in basic research methods, and 4 teams now run their own user sessions.

Associate Service Designer — Northloop Design Partners

Minneapolis, MN · Jun 2020 – Mar 2022

- Mapped the account opening journey for a regional credit union across 3 channels and 9 internal handoffs.
- Prototyped a simpler identity check process with branch staff, reducing branch visits for new members by about 20% in a 3-month pilot.
- Synthesized 40+ research sessions into 5 journey maps for 2 insurance and banking clients.

SKILLS

Design: Service blueprints, journey mapping, stakeholder maps, prototyping of letters, scripts and processes

Research: Interviews, contextual inquiry, call listening, diary studies, usability testing

Facilitation: Cross-functional workshops, co-design with frontline staff, prioritization sessions

Tools: Miro, Figma, Dovetail, Excel, Google Forms

EDUCATION

M.A. Design for Social Innovation, Riverbend School of Design, 2020

B.A. Sociology, Hamline College, 2017

Fictional example by FindAJobAI: the person, employers and numbers are invented.