

# Maju J. Mathew

Senior Service Designer & IxD Lead

Fintech · Healthcare · Supply Chain · Life Sciences · Low-Code · Enterprise AI

Impact Report 2024

**19+**

Years  
Experience

**20+**

Workshops  
Facilitated

**8+**

Service  
Blueprints

**€5M+**

Contract  
Renewals

**6**

Industries  
Served

## PRACTICE

I design services that make complex operations measurably better — across healthcare, supply chain, fintech, life sciences, and enterprise AI. Every engagement spans end-to-end service blueprinting, C-suite stakeholder facilitation, multi-actor journey mapping, and IxD leadership. Every outcome is anchored to business metrics: cost avoided, productivity gained, adoption achieved.

## ENGAGEMENT TYPES

### Service Design Strategy

End-to-end blueprint, governance, change management

### IxD Leadership

Player-coach: directing + designing simultaneously

### Enterprise AI/UX

Trust architecture, human-in-the-loop, exception UX

### Multi-Actor Service Design

6+ actor types, complex operational environments

### DesignOps & Team Scaling

Building design culture, systems, and standards

### C-Suite Facilitation

PoV decks, roadmap influence, executive alignment

### Syensqo — Service Design Transformation

€500K Training Avoided

Life Sciences · Global · 24,000 employees

Led service design for Syensqo's digital independence from Solvay — 134 applications, 8 global regions, 90-day legal deadline. Evolutionary redesign preserved user muscle memory for all 24,000 staff, eliminating a formal training programme entirely.

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| <p><b>100+</b><br/>Services Modernised</p> | <p><b>€500K+</b><br/>Training Avoided</p> | <p><b>89%</b><br/>User Acceptance</p> | <p><b>0</b><br/>Business Days Lost</p> |
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### Newport Tank — Multi-Actor Service Design

\$2M Demurrage Avoidance

Logistics · Supply Chain · 6 actor types

Designed a real-time service across depot operators, drivers, customs brokers, agents, and customers — replacing paper workflows entirely. Offline-first mobile app; zero-error customs validation. 91% field adoption in 6 months via co-design.

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| <p><b>\$2M</b><br/>Demurrage Avoided</p> | <p><b>+35pts</b><br/>NPS Improvement</p> | <p><b>40%</b><br/>Processing Time Cut</p> | <p><b>65%</b><br/>CS Calls Eliminated</p> |
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### eConnect — AI Invoice Processing

€1.7M Annual Savings

FinTech · Enterprise AI · 1.8M+ invoices/year

Designed trust architecture for AI financial automation. Core innovation: visual confidence heatmaps — 73% faster decisions than numerical scores. Reframed error correction as "teaching the AI," lifting engagement from 34% to 89%. Cited in Series B.

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| <p><b>€1.7M</b><br/>Annual Savings</p> | <p><b>8.7/10</b><br/>AI Trust Score</p> | <p><b>86%</b><br/>Error Rate Reduction</p> | <p><b>94%</b><br/>AI Accuracy at 6 months</p> |
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### Omoda — ERP Modernisation

+31% Picker Productivity

Fashion Retail · Warehouse · €180M revenue

Replaced a 15-year AS/400 ERP without breaking operations. Ethnographic research across 3 shifts uncovered user-invented workarounds — digitised, not discarded. Mobile app with 56px+ touch targets for industrial gloves. Zero downtime.

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| <p><b>67%</b><br/>Error Reduction</p> | <p><b>+31%</b><br/>Picker Productivity</p> | <p><b>4.3/5</b><br/>User Satisfaction</p> | <p><b>89%</b><br/>User Acceptance vs 62% avg</p> |
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### Valeo — Global R&D; Project Suite

+15,000 Eng Hours Saved/Year

Automotive · 22,000 engineers · 55 centres

Led UX for a platform serving 22,000 engineers across 55 global R&D; centres. Milestone-based timelines replaced Gantt charts (91% preference, n=156). Collaboration hub cut project email volume 76%. Sub-3s response for 4,000-task projects.

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| <p><b>15K+</b><br/>Eng Hours Saved/Year</p> | <p><b>92%</b><br/>Global Satisfaction</p> | <p><b>67%</b><br/>Faster Project Setup</p> | <p><b>&lt;3s</b><br/>Response Time</p> |
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**METHODOLOGY**

**Research Before Everything**  
Ethnographic field research, contextual inquiry, and baselined metrics from week 1. "Better" is defined in measurable terms before design begins.

**Evolutionary Design for Adoption**  
Research across five programmes shows 89% acceptance for evolutionary redesigns vs 41–62% for revolutionary approaches. Preserving mental models is a strategy, not a compromise.

**Evidence-Based Stakeholder Influence**  
Every major roadmap decision is shifted by research evidence — A/B tests, pilot results, Trust Erosion Maps. The research is designed to answer the stakeholder's question first.

**Service Blueprint as Alignment Tool**  
Blueprints force cross-functional alignment — surfacing competing priorities and backstage dependencies that would otherwise become delivery blockers mid-programme.

**Outcome-Anchored Delivery**  
NPS deltas, processing time reductions, error rates, adoption percentages — tracked and reported. Design as a strategic investment, not a cost centre.

**Platform Ecosystem Thinking**  
Patterns built for one client become reusable frameworks for others: AI document intelligence, compliance validation, scientific data visualisation, multi-actor blueprints.

**INDUSTRIES & ENGAGEMENTS**

|                                   |   |   |
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| <b>Life Sciences / Chemicals</b>  | Syensqo — regulatory compliance, GxP, global scale          | <i>"Rare to see such positive change management results."</i>               |
| <b>Logistics / Supply Chain</b>   | Newport Tank — multi-actor ops, hazmat, online first        | Jon Baan, CEO — Omoda   |
| <b>Financial Technology</b>       | eConnect — AI trust, invoice automation, compliance         | <i>"Core enabler to our ambition to provide a fully automated service."</i> |
| <b>Automotive R&amp;D;</b>        | Valeo — 22,000 engineers, cross-cultural, 300+ integrations | Johan Scheffer, CEO — eConnect  |
| <b>Fashion Retail / Warehouse</b> | Omoda — ERP modernisation, warehouse ops, change mgmt       | <i>"Tremendous value and time-savings."</i>                                 |
| <b>Low-Code / Dev Tools</b>       | Rappit — platform UX, developer trust, B2B SaaS             | Gilles Vidal — Valeo  |

**HOW TO ENGAGE**

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| <p><b>Fractional Service Design Lead</b></p> <p>Embedded part-time leadership across discovery, blueprinting, and delivery.</p> | <p><b>End-to-End Programme Design</b></p> <p>Research to live service — including change management and outcome tracking.</p> | <p><b>Design Review / Audit</b></p> <p>Independent audit of an in-flight digital transformation or service portfolio.</p> | <p><b>Workshop Facilitation</b></p> <p>Co-ideation, prioritisation, or service blueprint sessions for cross-functional teams.</p> |
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