

RON JACKSON

Principal Service Designer | Service Strategy | Customer Experience | Workflow Optimization

Dallas-Fort Worth, Texas | [linkedin.com/in/servicedesign](https://www.linkedin.com/in/servicedesign) | ServiceDesign.pro

PROFESSIONAL SUMMARY

Principal Service Designer with 25+ years of experience helping organizations improve customer experiences, optimize workflows, and align business, operational, and technology capabilities across financial services, insurance, healthcare, telecommunications, and technology sectors. Known for translating complex stakeholder needs into actionable strategies, future-state service models, and operational improvements that drive customer satisfaction, efficiency, and business growth.

CORE CAPABILITIES

Service Design • Service Blueprinting • Customer Journey Mapping • Systems Thinking • Workshop Facilitation • Storyboarding • Workflow Optimization • Service Strategy • Customer Experience • Wireframing & Prototyping • Business Process Improvement • Stakeholder Alignment

PROFESSIONAL EXPERIENCE

Jackson Interactive | Dallas, TX

Principal Service Design Consultant | Aug 2002 – Present

- Independent consulting practice focused on service design, customer experience, workflow optimization, and organizational transformation.
- Contributed to strategic data governance, analytics, and operational improvement initiatives supporting a large financial services organization.
- Participated in stakeholder discovery sessions, executive presentations, current-state assessments, maturity roadmaps, and future-state recommendations supporting enterprise transformation.

Wipro | Plano, TX

Principal Consultant, Digital Transformation | Feb 2022 – Sep 2023

- Led a cross-functional CX Insights team supporting Verizon.com, serving millions of U.S. customers.
- Directed VOC, sentiment, behavioral, and clickstream analysis using Medallia, Sprinklr, Glassbox, Contentsquare, Verizon Community, and proprietary customer interaction data.
- Developed monthly executive VOC reports that contributed to customer satisfaction improvement from 54 to 60.
- Led service design and workflow transformation initiatives for 200+ Hanes artists and designers.
- Created and facilitated remote stakeholder workshops using Miro for discovery and future-state planning.

Charles Schwab | Westlake, TX

Senior Manager, Service Design & IT Product Management | Jul 2021 – Feb 2022

- Collaborated with service design leadership, stakeholders, and consulting partners to refine Schwab's Service Design Framework, service blueprinting practices, and transformation methodologies.
- Conducted workflow analysis for onboarding and asset transfer processes.
- Created service blueprints and future-state concepts supporting modernization of onboarding and money movement processes.

The Clearing House | Dallas, TX

Innovation Designer | May 2020 – Jun 2021

- Supported RTP®, the real-time payments network serving U.S. banks and credit unions.
- Conducted customer research, journey mapping, prototyping, and stakeholder engagement.

Laerdal Medical / RQI Partners | Dallas, TX

Senior Design Manager / Senior Service Designer | Jan 2018 – Jan 2020

- Redesigned and optimized the sales-to-implementation service model, supporting growth from 400 participating hospitals to more than 5,000 hospitals by 2025.
- Streamlined sales and implementation processes, reducing operational effort by approximately 80%.
- Developed a collaborative storyboarding methodology and conducted service blueprinting, journey mapping, and service delivery model optimization with stakeholders and executives.

Agency MVP | Dallas, TX

Director of Experience Design & Strategy | Feb 2017 – Sep 2017

- Collaborated with the CEO to redesign workflows and user experience for an insurance SaaS platform.
- Conducted customer interviews and qualitative research to guide product development.
- Supported platform enhancements that enabled participating agencies to close up to 57% more premiums.

Hewlett Packard Enterprise | Plano, TX

Experience Design Engineer IV | Sep 2013 – Feb 2017

- Co-led the HP/HPE UX Design Summit.
- Designed and developed UX Caliber, an internal SaaS platform.
- Served as an inaugural member of the HPE UX Center of Excellence.

INDUSTRY EXPERIENCE

Financial Services, Insurance, Healthcare, Telecommunications, Technology, Retail & Consumer Products

EDUCATION & CERTIFICATIONS

MBA, eBusiness | University of Phoenix

Master of Architecture | Texas A&M University

Bachelor of Environmental Design | Texas A&M University

Certified Usability Analyst (CUA) | Human Factors International

METHODS & TOOLS

Methods: Service Blueprinting, Customer Journey Mapping, Storyboarding, Workshop Facilitation, Systems Thinking, Wireframing, Prototyping, Workflow Analysis

Tools: Miro, Mural, Axure RP, PowerPoint/Google Slides, Adobe Creative Suite, Adobe Dreamweaver, HTML/CSS, Generative AI, Medallia, Sprinklr, Glassbox, Contentsquare, Visio