

Mona Chammas

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Service design leader and overall multi-hyphenate focused on solving complex problems for my clients and their customers. I've spent the last fifteen years leading experience and service design across sectors including healthcare, FMCG, financial services, tourism, e-commerce and charity. My design toolset includes problem (re)framing, empathy, experience mapping, storytelling and facilitation. My ambition is to design future states that promote sustainability and planetary health.

Experience

Associate Director; Service Design, Rightpoint; London – October 2019– present

My role has been to architect and scale service design solutions for Fortune 500 clients in Financial Services, Healthcare and FMCG by applying the lens of strategy, operational efficiency, and customer/employee experience to solve complex business problems. This includes problem state definition, design research, end-to-end current state experience mapping, service blueprints and identifying vision and capabilities for a desired future state, before bringing together other disciplines across the firm (e.g., UX, technology, change management) to help make that future a reality. Key clients include **AVON, Santander, Walgreens-Boots, Coca-Cola** and **Carlsberg**.

Experience Strategy Director, Wunderman; London – July 2018– August 2019

Helped **GSK, BT and Shell** identify strategies to be future ready, bringing together data and design thinking, brand experience strategy, ecosystem design and business roadmaps. Spotlight projects include an end-to-end product strategy to prototype a speech therapy tool for denture wearers; and partnering with my client to create the foundations for a successful new category launch with an experience design toolkit (market trends, personas, customer journey and ecosystem maps).

Freelancer Strategy Director, London – October 2017 – June 2018

Experience planning, service design and digital transformation at **Rufus Leonard** and **Friday**. Most notable project was for **MacMillan Cancer Support** where I defined a vision, brand experience strategy and ecosystem based on unmet consumer needs and the charity experience of the future. Facilitated client workshops and packaged outputs into customer journeys, experience propositions, content and channel strategies; and translated business goals into operational outcomes.

Strategy Director, Havas; London – August 2016 – August 2017

Strategic lead on **GSK (Voltaren)**, focused on digital transformation and brand experience strategy. I successfully designed and facilitated GSK's first global digital accelerator program to help scale their capabilities towards customer and data centricity, embedding new tools to drive creative excellence. I also helped to expand the client's business by introducing a new brand and content platform, and new service offerings to market.

Strategy Director, FCB; Toronto - August 2013 – January 2016

I was the strategic lead on **Ontario Tourism**, which included end-to-end comms planning for the PanAm Games. I was also part of a lean innovation team that prototyped an AI-powered chat platform for **Oreo**, in which I primarily focused on brand experience. For **DOLE**, I created a compelling new proposition and content strategy for their ecosystem, which was a reframe of their original brief to redesign their website.

Senior Design Strategist, SapientRazorfish (then Nurun); Toronto - March 2012-August 2013

Lead Strategist on **Sears**, working hand-in-hand with UX and design research to deliver user-centered strategy across e-commerce design. I developed a content strategy for TD, Canada's second largest bank. I also co-designed an internal hackathon to improve staff on-boarding.

Digital Strategist, Blast Radius; Toronto - March 2010-March 2012

I worked with **NIVEA** from the ground up to develop a Social Media and Communications playbook. I was a lead strategist in the **Levi's** Digital AOR pitch, which we won. My focus was on creating a narrative around cultural trends to inform provocations and opportunities for digital.

Senior Design Strategist, Normative; Toronto - July 2009-February 2010

Recruited by my former bosses from Critical Mass. They put me in the “deep end” with projects in business strategy and service design. I helped develop a business model canvas and compelling value proposition to enhance consumer experiences for **SickKids Hospital**. This also included facilitating workshops in Backcasting and Blue Ocean Strategy to uncover strategic opportunities.

Digital Lead, Impact BBDO; Beirut - January 2009-July 2009

I worked closely with the CEO to build digital capability from the ground up through thought-leadership and integrated comms planning.

Web Analyst and Experience Planner, Critical Mass; Toronto - Sept 2006-August 2008

Cut my teeth in planning on **Citi** by working on the experience design of the online consumer account platform. I helped conduct in-depth customer interviews, mental modelling and persona development.

Notable

Founder and CEO, Geeky Chic Inc.; Toronto – 2011-2014

I founded and ran a media company, which included an online publication and a content consultancy. *The Genteel*, of which I was the Editor-in-Chief, was committed to delivering smart editorial, unearthing the forces shaping international fashion and design, through the lens of business, culture, society and best kept secrets.

Athlete: I am currently a competitive Masters Cyclist. This is a veritable passion and purpose of mine, and what I spend 50% of my time doing

Accolades and Awards

- *FCB*: Award for multidisciplinary thinking to drive innovation across a number of client work
- *Nurun*: High achievement award for being a driver of our design strategy capabilities

Relevant Skills

- Design Research
- Persona Development
- Journey Mapping
- Workshop Facilitation
- Service Blueprinting
- Digital Strategy
- Stakeholder Management
- Ideation and Concepting
- Leadership
- Presentation

Education | Concordia University, Montreal | Bachelor of Commerce, 2001-2004

Portfolio and references available upon request