

# Xiaoxue Dong

## Principal Service Designer | CX Strategy | AI-Enabled Transformation

I believe in the value of  
design x technology  
to deliver a positive impact  
in everyday life.

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Portfolio  
[www.designdoings.com](http://www.designdoings.com)

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Phone  
+44(O) 778 410 8772

Location  
London, UK

### Selected clients

|              |           |          |
|--------------|-----------|----------|
| GSK          | Pfizer    | Novartis |
| Google       | GOV.UK    | JLR      |
| NET-A-PORTER | MR PORTER |          |
| NatWest      | HSBC      | Investec |
| H&M          | VOLVO     | PANDORA  |

### Education

Royal College of Art  
Master of Arts, UK

Zhejiang University  
Bachelor of Engineering, China

### Front-of-mind

- Behavioural change
- Design for Localisation
- Design for Healthcare
- Sustainable Design
- Inclusive Design
- Agentic AI

## Profile

With over a decade of experience in service design and strategy, Xiaoxue drives business growth through **human-centred, technology-enabled design**. She has worked across consultancy and in-house environments, partnering with C-suite leaders, public policymakers, healthcare professionals, and financial innovators to deliver measurable outcomes.

Xiaoxue specialises in uncovering user needs, identifying experience gaps, and applying AI capabilities to design scalable solutions. She guides large organisations through transformation by combining a strong **human-centred lens with high-impact, outcome-driven design programmes**.

## Experience

- BYND limited**
  - London, UK
  - Dec 2023 – Present
  - Principal Lead, Service Design & Strategy
  - Scaled CX transformation across 8+ markets for a pharmaceutical client, securing executive alignment and driving strategic service implementation for the commercial launch of advanced therapies.
  - Architected service design strategy with AI-enabled service workflow capabilities, creating new propositions that generated £3m+ revenue opportunities across three industry sectors.
  - Coached and mentored cross-functional teams to build internal service design maturity and capability.
- Design Doings LTD**
  - London, UK
  - May 2023 – Dec 2023
  - Freelance Design Lead
  - Provided independent consultancy in service design, design research, and CX strategy to address complex challenges in financial sector.
- Publicis Sapient**
  - Copenhagen, Denmark
  - Dec 2022 – May 2023
  - Associate Design Director
  - Aug 2021 – Dec 2022
  - Service Design Lead
  - Delivered a go-to-market framework and training for a pharmaceutical client, enabling global-to-local customer strategy execution through a three-phase transformation programme.
  - Created an accelerator programme for a retail client, piloting 10+ initiatives and achieving a 25% faster turnaround through CX and operational innovation.
  - Established the Nordic service design practice and new market proposition.
- YOOX Net-a-Porter Group**
  - London, UK
  - Aug 2019 – Jul 2021
  - Senior Service Designer
  - Built a comprehensive Returns Programme that made customer experience measurable and reduced return-related costs by 10%.
  - Established dynamic design guidelines tailored to category-specific and market-specific needs through a consistent brand experience.
- FJORD, Accenture Interactive**
  - London, UK
  - Apr 2019 – Jul 2019
  - Senior Service Designer
  - Aug 2015 – Mar 2019
  - Service & Interaction Designer
  - Led research to inform expansion strategy for a global healthcare provider entering new markets.
  - Optimised the corporate employee experience by implementing a framework that drives behavioural change within a public sector organisation.
  - Reimagined social issue narratives to improve engagement with citizens, policymakers, and nonprofits.