



# Damian Ashton

Service Designer | Design Strategist | Human-Centered Innovation Leader

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[Email](#)

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## SUMMARY

Service Designer and Design Strategist with 15+ years of experience leading human-centered design, service innovation, and cross-sector transformation initiatives. Expert in service blueprinting, journey mapping, systems thinking, and qualitative research. Proven track record managing complex, multi-stakeholder engagements from discovery through implementation. Skilled in translating research insights into scalable services, customer experience strategies, and organizational change initiatives. Experienced in public sector, nonprofit, cultural, and private sector environments.

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## CORE COMPETENCIES

- Service Design
  - Human-Centered Design (HCD)
  - Design Thinking
  - Service Blueprinting
  - Customer Journey Mapping
  - Experience Design (CX/UX)
  - Qualitative & Mixed Methods Research
  - Ethnography & Field Research
  - Stakeholder Facilitation & Co-Creation
  - Systems Thinking
  - Organizational Design
  - Innovation Strategy
  - Program Design & Pilot Development
  - Change Management
  - Cross-Functional Leadership
  - Workshop Design & Facilitation
  - Strategic Communications
  - Knowledge Management
  - Agile & Iterative Development
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## SELECTED EXPERIENCE

### Principle Service Designer & Design Strategist

*Culture Incite Design and Marketing* | 2011–Present

- Delivered 80+ service design and strategy projects, managing scope, timelines, budgets, and cross-functional teams.



- Led discovery research including interviews, focus groups, stakeholder workshops, immersion research, and survey analysis.
- Synthesized research into service blueprints, customer journey maps, personas, ecosystem maps, and actionable strategic roadmaps.
- Facilitated co-creation workshops with executive leadership, community stakeholders, and interdisciplinary teams.
- Designed and piloted new service models, programs, and experience frameworks.
- Built internal collaboration systems, documentation frameworks, and knowledge management tools to improve operational effectiveness.
- Directed communication and engagement strategies with campaign budgets exceeding \$30K, achieving measurable ROI.
- Served as primary client lead, aligning deliverables with Statements of Work (SOW), KPIs, and implementation plans.

### **Director of Communications**

*Equimundo* | Nov 2021 – Oct 2022

- Managed internal and external communications strategy for global nonprofit focused on gender equity; oversaw \$500K+ budget and cross-functional team operations.
- Led organization-wide rebranding initiative, including stakeholder facilitation, creative direction, and website redesign within six months.
- Built project management systems to streamline interdepartmental workflows and improve transparency.
- Managed external partners including UN Women, P&G, and L’Oreal, ensuring alignment across deliverables, timelines, and brand.
- Supervised and mentored new hires, contractors, and agency teams.
- Generated 5,000% organic growth in Instagram reach and improved email open rates to 28% through strategic audience and content development.

### **Part-Time Faculty, Strategic Design and Management**

*Parsons School of Design* | Aug 2022 – Present

- Teach graduate and undergraduate courses in service design, systems thinking, human-centered research, social emotional concepts and organizational innovation.
- Develop curriculum grounded in participatory design, inclusive facilitation, collaboration, and real-world problem solving.
- Guide students in translating research insights into service concepts, implementation strategies, and pilot frameworks.



## Marketing Director

*Dub-Stuy Records | 2013 – 2020*

- Built the brand's identity and content strategy, driving organic social media growth from 0 to 45K, mostly organically, in about two years
  - Directed digital and email marketing, achieving a 32% average open rate.
  - Led business development and partnerships with Red Bull, Boiler Room, and The Lot Radio.
  - Managed campaign strategy, creative production, and event programming for large-scale activations.
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## LEADERSHIP & VOLUNTEER EXPERIENCE

### Commissioner

*NYC Mayor's Office on Gender Equity | 2022 – Present*

- Advise on city-wide initiatives promoting gender inclusivity, reproductive justice, and community safety.

### NYC Chapter Co-Lead

*Bescy (Formerly Action Design Network) | 2023 – Present*

- Organize events and discussions on behavioral science applications for social impact.
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## EDUCATION

- M.A. Design for Social Innovation | School of Visual Arts | 2020
  - B.A. Ethnography & Political Economy | Hampshire College | 2006
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## TOOLS AND METHODS

Platforms: Adobe Creative Suite | Google Suite | Microsoft Office | SEO & Analytics | CRM | UX Research Tools | Video Editing

Research: Interview Design, Focus Groups, Field Research, Survey Design, Thematic Analysis

Service Design: Journey Mapping, Service Blueprinting, Ecosystem Mapping, Personas, Value Proposition Design



Facilitation: Co-Creation Workshops, Stakeholder Alignment Sessions, Design Sprints  
Digital & Analytics: Adobe Creative Suite, Google Workspace, Microsoft Office, SEO, CRM  
Systems, UX Research Tools

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## **SELECTED CLIENTS & PARTNERS**

UN Women | L'Oréal | P&G | Boiler Room | The Lot Radio | Red Bull | Smirnoff | NYC Mayor's  
Office | NYC Department of Sanitation | Brooklyn Community Pride Center | Parents Against  
Vaping