MATHEW MYTKA

Responsible Product & Service Innovator

SERVICE DESIGN

LEAN UX DESIGN) (

SYSTEMIC DESIGN

DESIGN PORTFOLIO

#HUMAN CENTRED DESIGN

#DATA TRUST BY DESIGN

#RESPONSIBLE INNOVATION

#BEHAVIOUR DESIGN

#SYSTEMS THINKING



I'm a generalist design practitioner with over a decade experience in UX, service and systemic design.

I've worked on web and mobile applications, designing for platform ecosystems through to service design and transformation projects. I've co-authored playbooks used by thousands of practitioners and shaped CX guidelines and standards for data sharing ecosystems impacting millions.

I hope you enjoy this small selection of projects that demonstrates my unique and versatile skill set.

Life can be messy.

Embrace the grey areas and create rainbows.

Sometimes projects have less mess and complexity.

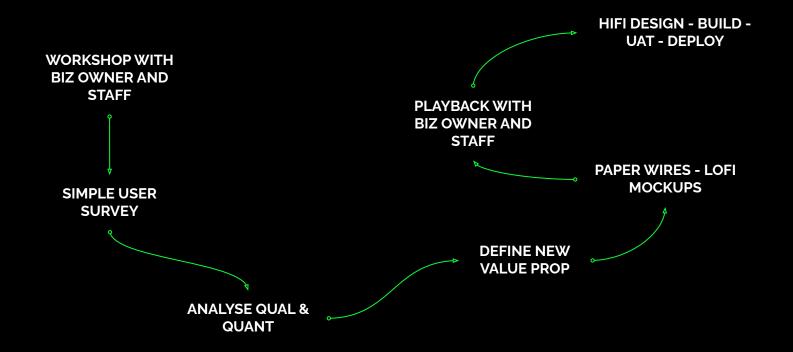




Design and build a new responsive website for a restaurant and catering business.

- ⊕ Unclear value proposition
- ↔ Time constraints with 3 week turn around







ETIQUETTE

EXAMPLES

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*stock images replaced or purchased

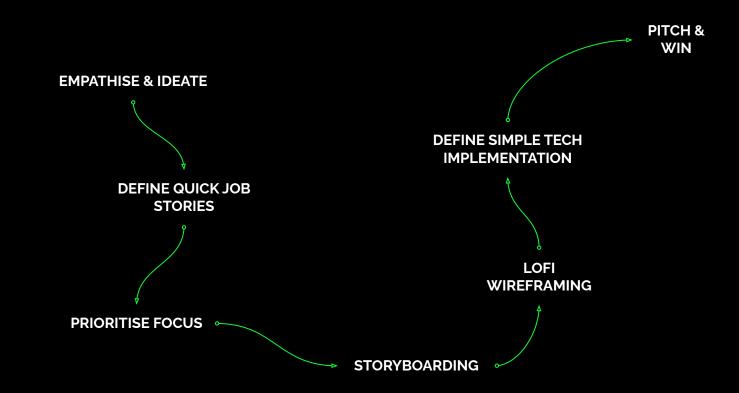




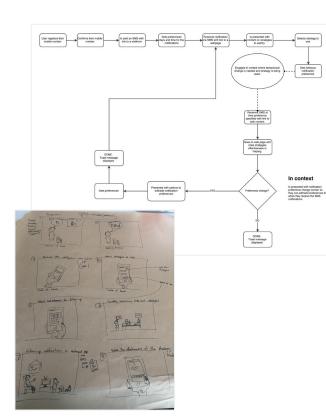
Hackathon project for NFP Hello Sunday Morning (Health Hack 2017)

- ⊕ Domestic relationship dynamics and sensitivity
- ↔ Habit forming interactions
- ↔ Needing simple technology implementation
- ↔ Tight time constraints



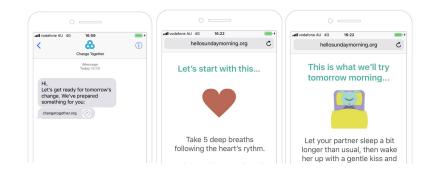












*project went to being developed open source

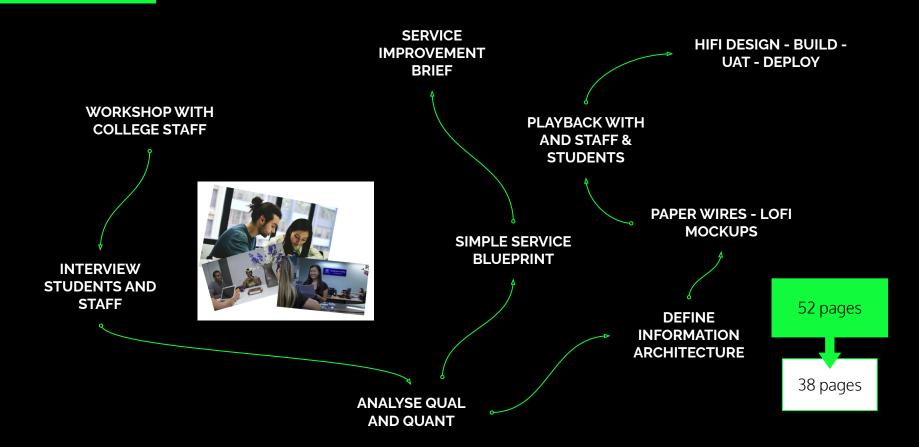




Design and build a new responsive website for a college and make recommendations for service improvements and path to change.

- ↔ Strict compliance requirements for content
- ⊕ 52 pages to condense
- New programs and courses lacking propositions
- Outdated delivery and operational infrastructure







OUTPUT

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EXAMPLES





Sometimes projects are non-linear, and have lots of messiness and complexity. Just like life.

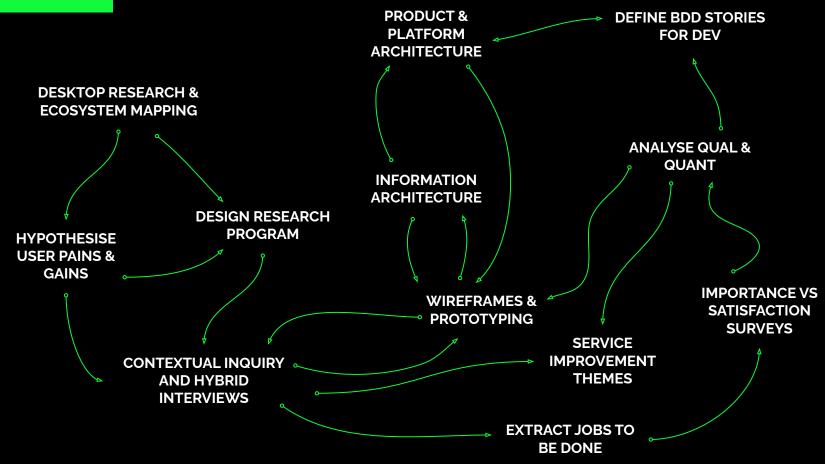


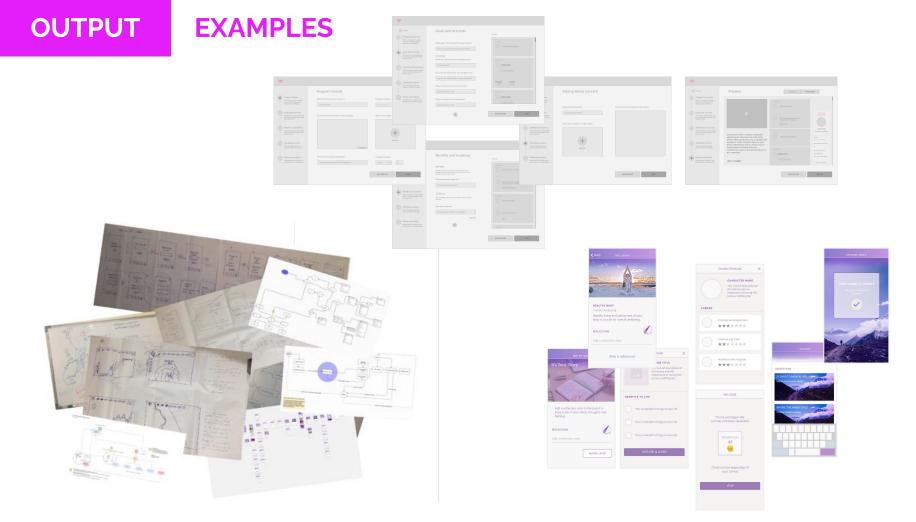


Proof of concept open source platform ecosystem for lifestyle and behaviour change.

- ↔ Crypto-economic incentives design
- + Health systems data interoperability and standards
- ↔ Need for privacy and security by design
- ↔ Multi-sided platform user types
- ↔ Habit forming interactions







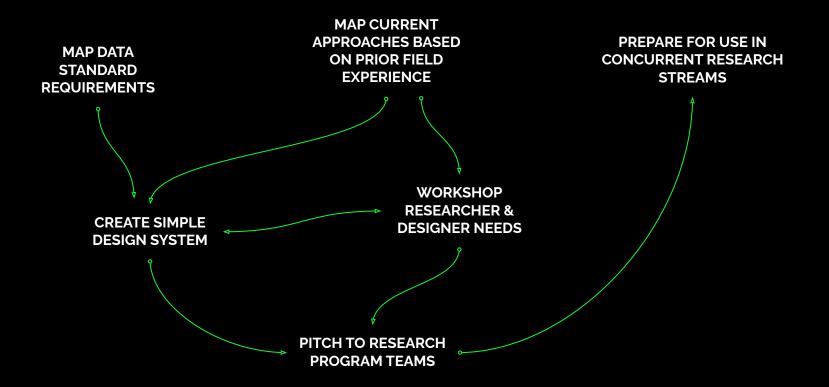




Create a simple atomic design system for Consumer Data Right standards and CX guidelines research programs .

- 10 day turn around
- ↔ Counterintuitive approaches for other design teams
- + Framing new research methodologies with inline annotation
- ↔ Extensible system for Data Standards Body to adopt and adapt







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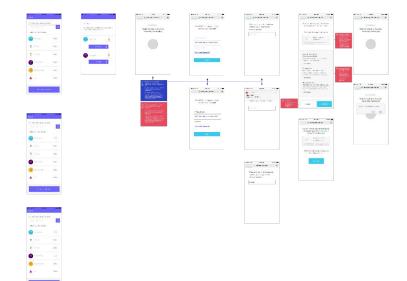
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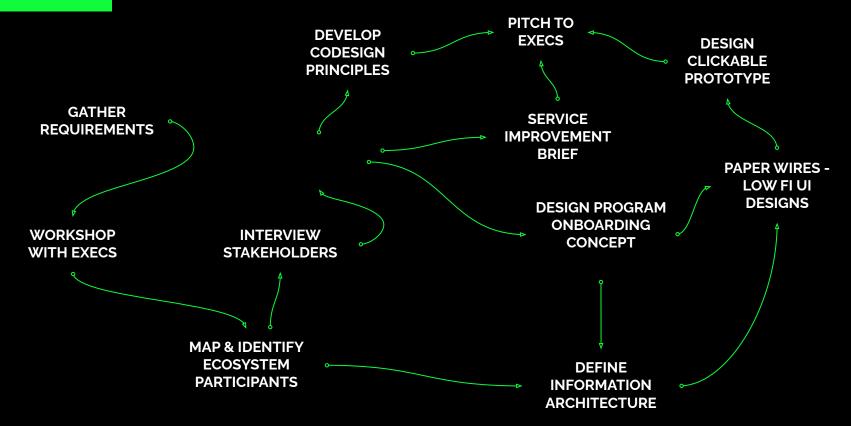




Create a concept prototype for Data For Good project website, service transformation guidance with co-design principles for bootstrapping ecosystem participation.

- ⊕ In progress programs to integrate with
- ⊕ Ecosystem complexity and data use sensitivity
- ↔ Surface how operationalised data ethics framework in UX
- ⊕ Legacy systems and processes to upgrade















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OUTPUT

EXAMPLES

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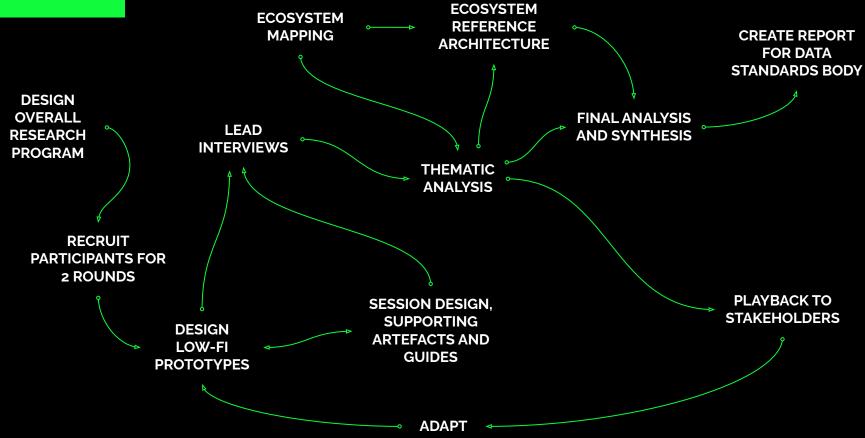




Lead research and design program for consent management and revocation as part of Consumer Data Right (CDR) discovery phase.

- ↔ Aligning to and challenging existing technical standards
- ⊕ Ecosystem complexity and data use sensitivity
- ↔ Introduce hybrid Data Trust by Design research methodologies
- ⊕ Legacy systems and processes to upgrade





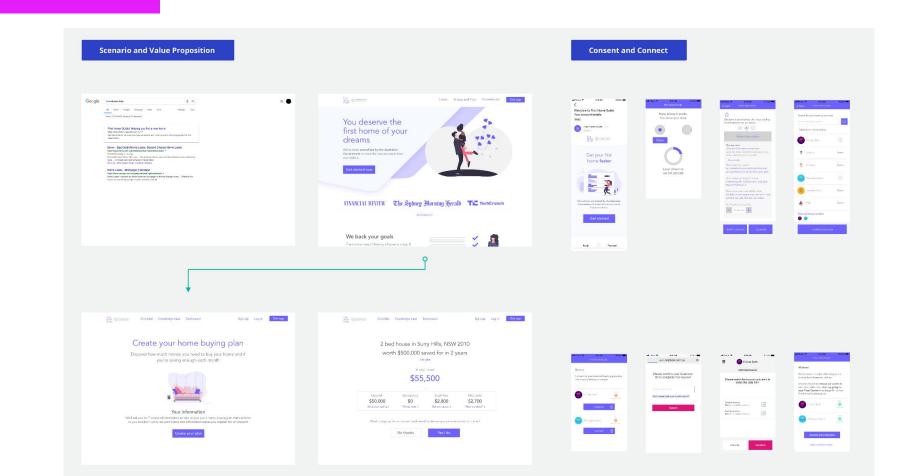


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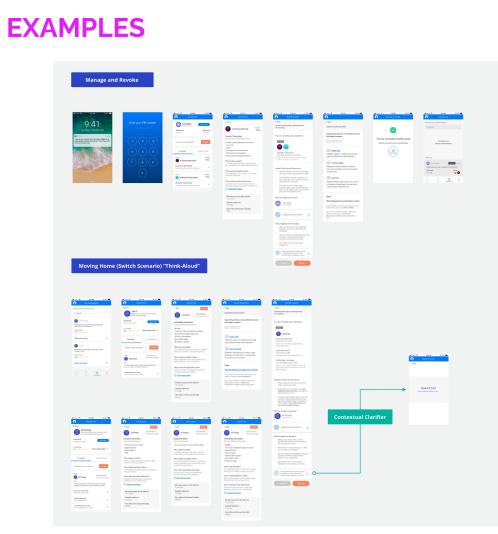
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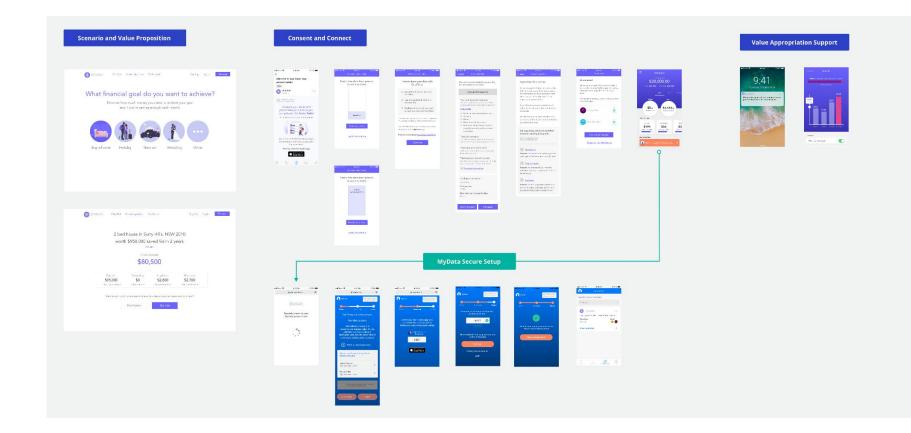


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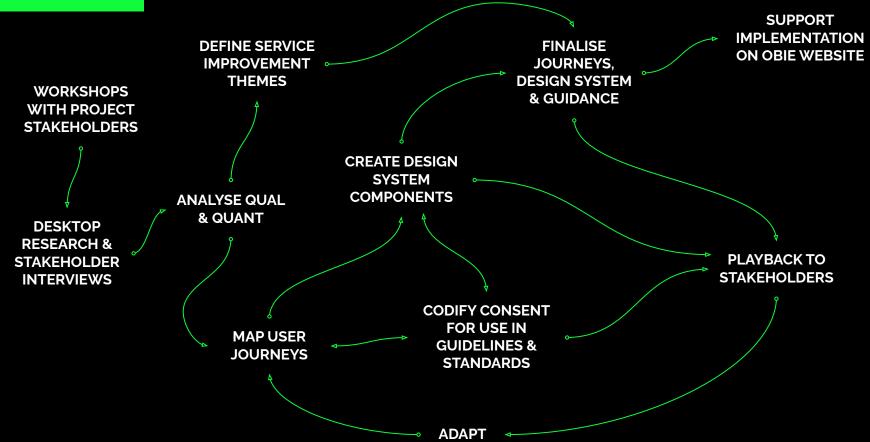




Create reference designs, user journeys and recommendations for service transformation for Open Banking (UK) CX guidelines and standards.

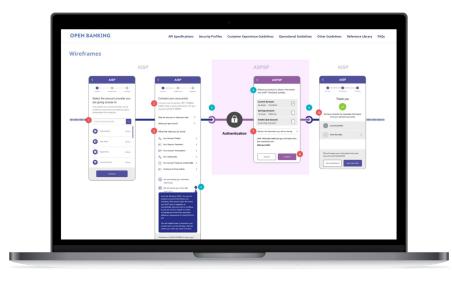
- ↔ Balance positive and negative friction
- ↔ Align to Data Trust by Design metrics
- ⊕ 51 user journey variations across 9 different ecosystem participant types
- ↔ Codify consent for compliance across GDPR and PSD2
- Guidance for service transformation of organisational ecosystem participants

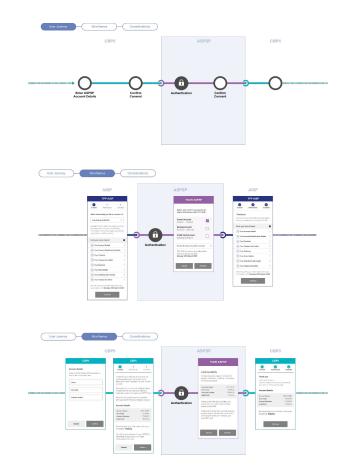






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*Covered all 51 journeys in design system with associated documentation on guidelines



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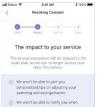
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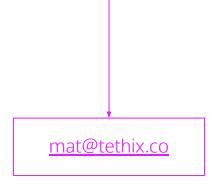
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To discuss my broader design, systems change and transformation work send me an email or connect with me on Linkedin.

