

BERNADETT SZTANÓ

Head of User Research & Service Design Lead

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[LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Strategic and hands-on **Lead User Researcher and Service Designer** with over 7+ years of experience driving user-centric innovation and workflow optimisation for global enterprise powerhouses like **HP, Deutsche Telekom, Generali, Citibank** and high-growth ventures. Expert in diagnosing complex "As-Is" operational workflows, mapping business ecosystems, and integrating **AI-led initiatives** into customer-facing service models. A rigorous, hybrid leader who combines business strategy with organisational psychology to align cross-functional global teams (Product, Delivery, and Engineering) across the UK, Europe, and international markets. Confident workshop facilitator adept at transforming systemic operational pain points into streamlined, high-value product implementations.

CORE COMPETENCIES

- **Research Leadership:** Setting up Research Ops from scratch, mentoring teams of 10+, and nurturing research culture.
- **Strategic Design Research:** Ethnography, Mixed-Methodology Evaluative Research, Rapid Design Sprints.
- **Service Design & Architecture:** End-to-End Service Mapping, Service Blueprinting, Ecosystem Mapping, Target Operating Models.
- **Workflow & Systems Analysis:** As-Is / To-Be Workflow Analysis, Pain Point Root-Cause Identification, Friction Point Auditing.
- **Leadership & Collaboration:** Workshop Facilitation, Stakeholder Management, Cross-Functional Alignment (Product, Engineering, Operations).

PROFESSIONAL EXPERIENCE

NOBA VENTURES | Barcelona, Spain **Head of User Research** | June 2023 – Present

- **Process Architecture:** Established foundational qualitative research frameworks and standard operating procedures for innovation projects.
- **Team Leadership:** Mentoring a team of researchers in applying best practices for behavioural research and impactful storytelling to senior stakeholders.
- **Global Execution:** Managed the entire research lifecycle for global brands including Generali, AXA, Danone, Nestlé, Henkel and delivered actionable findings that shaped product strategy.
- **Strategic Prioritisation:** Collaborating with stakeholders to prioritise research efforts against business impact and user-centric opportunities.

DOWNSTREAM AMSTERDAM | Remote / Global **Strategic Design Lead** | July 2022 – May 2023

- **Global Product Collaboration:** Co-led the strategic experience design for HP's Workplace/EBC in India, collaborating with international peers to ensure digital-physical touchpoint alignment.
- **Workflow Optimisation:** Directed extensive ethnographic and observational studies to evaluate operational structures, mapping out the future of corporate workplace workflows for a global tech leader.
- **Cross-Functional Success:** Partnered directly with architects, product specialists, and engineering teams to deliver a research-backed framework that **won "Best Innovation" at the Commercial Design Awards.**

BOLDX (DEUTSCHE TELEKOM TEAM) | Remote **Senior Service Designer** | January 2022 – June 2022

- **Service Ecosystem Design:** Led service design for telecommunication products, introducing design thinking to a multidisciplinary engineering and product team.
- **Mobile-Centric Testing:** Optimised end-to-end user journeys for mobile-driven internet services, identifying pain points in setup and support.
- **Rapid Prototyping:** Led design sprints to rapidly iterate on solutions for customer reliability and installation issues.

MEET AGENCY | Budapest, Hungary **Service & Experience Designer** | September 2019 – January 2022

- **B2B Fintech & Cybersecurity Focus:** Applied user-centred research and service blueprinting to complex, high-security B2B environments, aligning customer technical implementation needs with corporate business goals.
- **Stakeholder Facilitation:** Ran collaborative workshops with tech and business teams to map complex workflows and translate highly technical user requirements into clear design solutions.

ADDITIONAL EXPERIENCE 2013-2019

- **Strategic Foundations:** Earlier in my career, I gained years of experience in Qualitative Research, Branding, and Marketing, providing a robust foundation for my transition into Service Design and User Research.

EDUCATION & CERTIFICATIONS

- **Certified AI-Based Customer Researcher** | 2025
- **Certified Design Thinking Professional** | 2020
- **Certified Service Designer** | 2019
- **MSc in Psychology & Organisational Behaviour** | NEOMA Business School
- **MA in Marketing** | Budapest Corvinus University

ACADEMIC ENGAGEMENT

Guest Lecturer: Delivering modules on Strategic Design & Service Design at:

- **ELISAVA** - Master's Program in Business Design: Barcelona, Spain.
- **BAU** - Master's Program in Service Design: Barcelona, Spain.
- **The Valley Business and Tech School**: Barcelona, Spain.
- **Babeş-Bolyai University**: Cluj-Napoca, Romania.