

Christian Smirnow

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**CHRISTIAN
SMIRNOW**

Service Design,
Research & Strategy

Specialized in service design, research, and co-design, I lead or support teams in delivering the most desirable service and product experiences.

WORK

Lead Service Designer & Researcher – Freelance ongoing since 01/2024

Qual. Research & Design for local and international clients, incl. leading global technology firms, automotive companies, and FMCG brands (e.g. skin care, beverage)

PayPal DE– UX / Market Researcher EMEA Markets 06/2025–12/2025

Conception and execution of qualitative research studies and UX analysis on PayPal “NFC Payments” for the German market.

Futurice DE — Lead Service Designer 04/2022–01/2025

Researcher & Designer for innovation topics in the energy and mobility sectors. Led a 4-country study on micro-nutrition for a large US-based foundation.

Beluga Strategic Design DE — Senior Consultant 01/2021–03/2022

Conception & execution of market research for FMCG, automotive, gaming, etc. Project lead for co-creation workshops & design sprints with clients and “Gen Z” targets.

HPI School of Design Thinking DE — Program Lead 10/2017–03/2020

Execution of Basic & Advanced Programs (120 participants, 40 coaches); service-design & digitalization projects; projects in Kuala Lumpur & NYC.

Design Thinking Trainer, DE— Freelance since 10/2017

Design Thinking trainings for local organizations and HPI Academy, e.g. for Agilent Technologies, BMW

Mandalah DE — Senior Innovation Designer

06/2017 – 09/2017

UX research; Design Sprint planning & facilitation; service & product prototyping.

LANGUAGES

German: Mother tongue
English: Professional

SPECIALIZATION

Service Design & Systems Thinking
Applied User Research
Group Facilitation

SOFTWARE / WEB

Google Suite, MS Office360, Session Lab, Miro, Zoom, Slack, etc.

Scholarships *(selected)*

Quadrille Ball Scholarship,

Germanistic Society of America,
2016

DESIS Design Fellowship, Parsons

DESIS Lab, 2016–17

The New Challenge, Winner 2016

University Scholarship, The New

School, 2015–17

German Fulbright Scholarship,

Fulbright Committee, 2015–16

European Textile Trainees,

Residency, Tilburg, 2013

HONORS *(selected)*

#EUvsVirus Hackathon mentor,
2020

Designpreis Brandenburg, Jury
member: Digital Service, 2019

DesignFarm Berlin / weißensee,
Talks & mentorship, 2018–19

INDEPENDENT PROJECTS

Service Design Drinks Berlin – Co-Organizer since 03/2023

Monthly community event in changing locations with drinks and snacks for Berlin Service Design & Innovation professionals of all career levels – www.sddberlin.com

“Was fehlt hier?”, Potsdam – Co-Initiator 03/2020–03/2021

Self-initiated citizen-design project on Platz der Einheit in Potsdam – www.platzdereinheit.org; Conception & Design of project, website, and social media.

VergeNYC (Conference), NYC – Conference Director 10/2016–02/2017

Student-led conference with NYC-based design professionals, held at Parsons School of Design; Conference direction (format, content, identity); team management.

EDUCATION

Parsons School of Design, NYC — MFA Transdisciplinary Design 08/2015 – 05/2017

Thesis Project: Pathways to Gender Identity; Design for social innovation, professionalization in service design, applied user research, sustainability, facilitation, systems thinking, innovation strategy

Weißensee Art Academy, Berlin — BA & MA Textile & Surface Design 10/2010 – 07/2015

MA Thesis: The Industrial Garment; Research, design, and production of wearable garments through innovative use of contemporary industrial jacquard weaving technology and CAD embroidery.

BA Thesis: A Thirsty Cloth; Research, design, and development of a functional textile product for the kitchen produced on industrial jacquard looms.

ServDes Conference, Contributor to
Ezio Manzini’s keynote, 2018

“Designing the Invisible” (Lara
Penin, Bloomsbury), Contributor