

## Why I don't use the term Service Designer when I teach Service Design?

In short: the term Service Designer sets the wrong expectation that you'll have that job title, when in reality Service Design skills and approaches can be used under many different job titles that change based on where you look for jobs.



SERVICE DESIGNER

vs



SERVICE DESIGN SKILLS

Depending on the country where you do your job search you might find a lot or a little number of jobs with the title "service designer." But I would say that there are roughly the same amount of jobs where a Service Design practitioner can make a huge difference.

By not using the term "Service Designer" but instead "service design practitioner" I make it clear that what people get out of my teaching is not a specific job title but instead a practice they can use under many job titles.

### Backstage of this article

This article was illustrated and written by hand on a refurbished Remarkable II tablet. The text was then converted into typed text through the connect service of Remarkable. You can download a PDF version of the original note below if you are curious.