

Annabelle Webb

Service and Product Designer

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I'm a service designer with a background in industrial design and marketing. Currently completing my MDes at the Glasgow School of Art, I use research, co-creation, and systems thinking to design experiences that are intuitive, inclusive, and meaningful.



Team Player

- Collaborative facilitation
- Stakeholder engagement
- Cross-functional communication
- Time & project management



Problem Solving

- Design sprints & workshops
- Rapid prototyping
- User research synthesis
- Insight-driven iteration



Systems Thinking

- Journey mapping & service blueprints
- Complex problem framing
- Ecosystem analysis
- Context-aware design strategy



Creativity

- Visual storytelling
- Adobe Creative Suite expertise
- Designing engaging deliverables
- Brand-aligned design outputs

Favorite Part of Design:

My favorite part of the design process is ideation and systems thinking—where I can zoom out, connect patterns, and imagine bold possibilities. I love facilitating sprints that turn messy insights into focused, collaborative momentum toward meaningful solutions.

Tools I Use:



Glasgow School of Art, School of Innovation
MDes, Master of Design Innovation and Service Design,
August 2025

Industrial Designer, PlayCore, August 2023-August 2024

- Executed competitor analysis
- Designed and modeled play system
- Design scheduled for manufacturing and distribution 2026

Service Designer, Neighborhood Networks, GSA sponsored studio, January-May 2025

- Service design project aimed at analysis and redesign of Neighborhood Networks feedback loop
- Ethnographic research, rapid prototyping

SCHOOL OF INNOVATION AND TECHNOLOGY THE GLASGOW SCHOOL OF ART

Glasgow School of Art students are navigating emerging technologies such as AI without clear support structures.

This project explores their needs through interviews, zine workshops, and workflow mapping, then proposes a system that enables peer learning, reflection, and ethical tech integration in creative education.

Service Highlights

- Professors facilitate reflection on emergent technologies
- Library staff consolidate and display workflows
- Skills week is expanded to focus on emergent tech in industry
- Scalable system expands with school and student needs



Project Summary

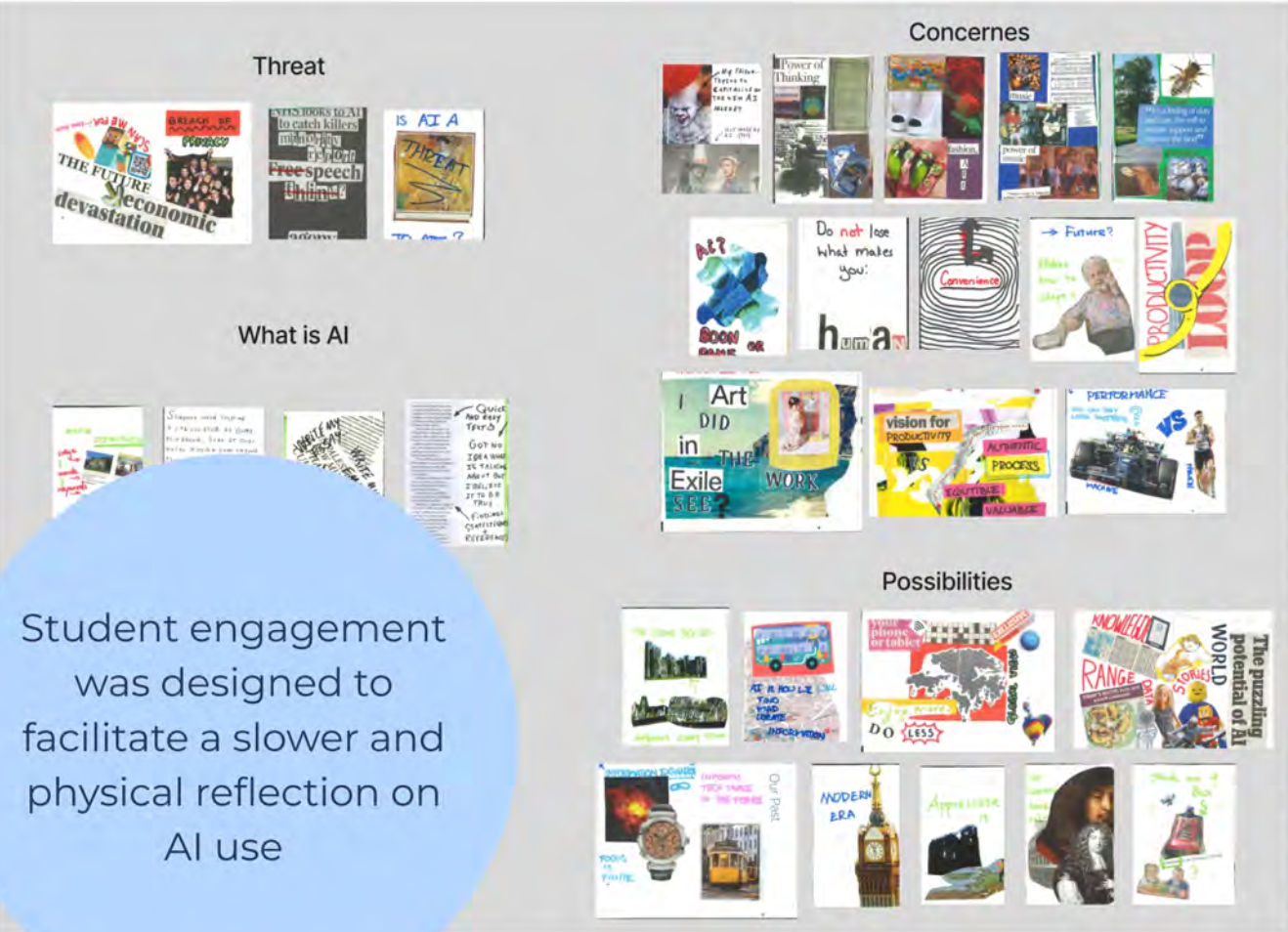
- Summer 2025
- 15 week
- Masters Thesis

Project Process

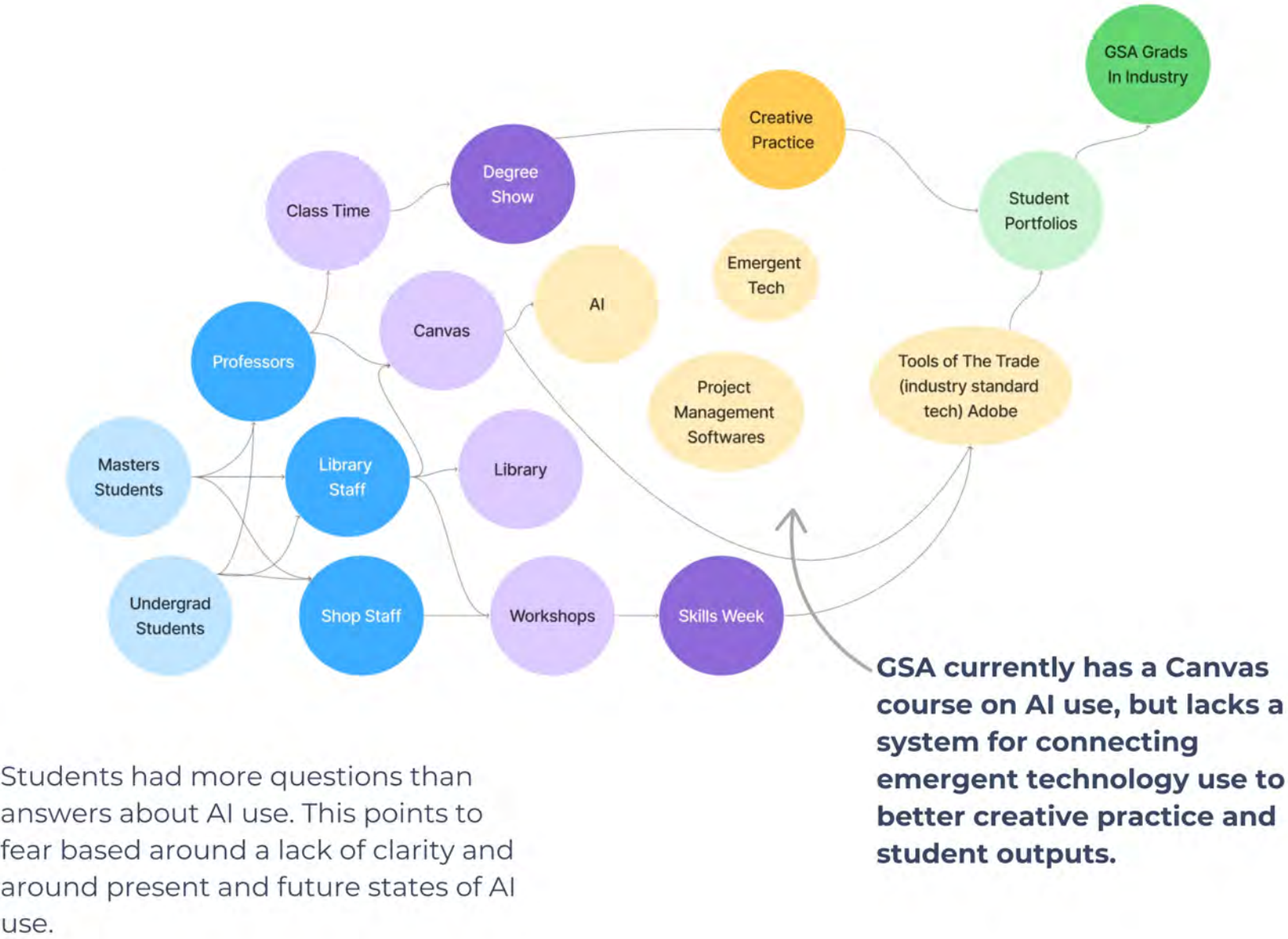
- Desk research
- Interviews
- Participatory design research
- Workshop planning and facilitation
- Synthesis
- Journey mapping
- Rapid prototyping

Engagement Plan

Zine workshop 2 hours



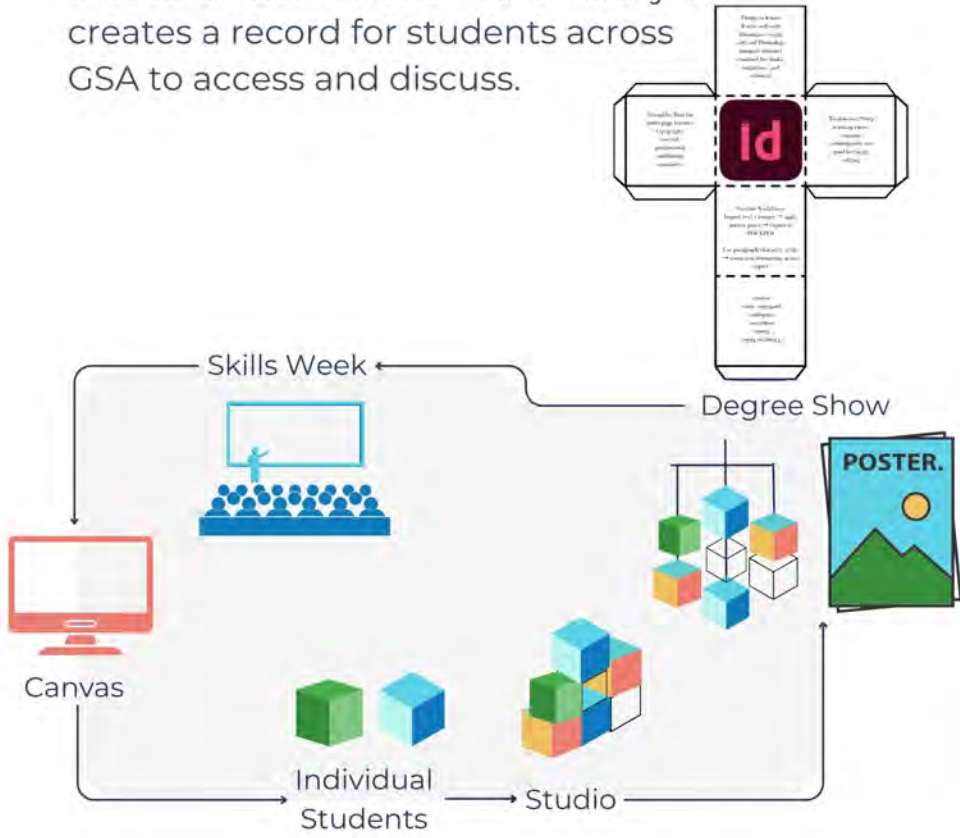
Student engagement was designed to facilitate a slower and physical reflection on AI use



Students had more questions than answers about AI use. This points to fear based around a lack of clarity and around present and future states of AI use.

Service Model

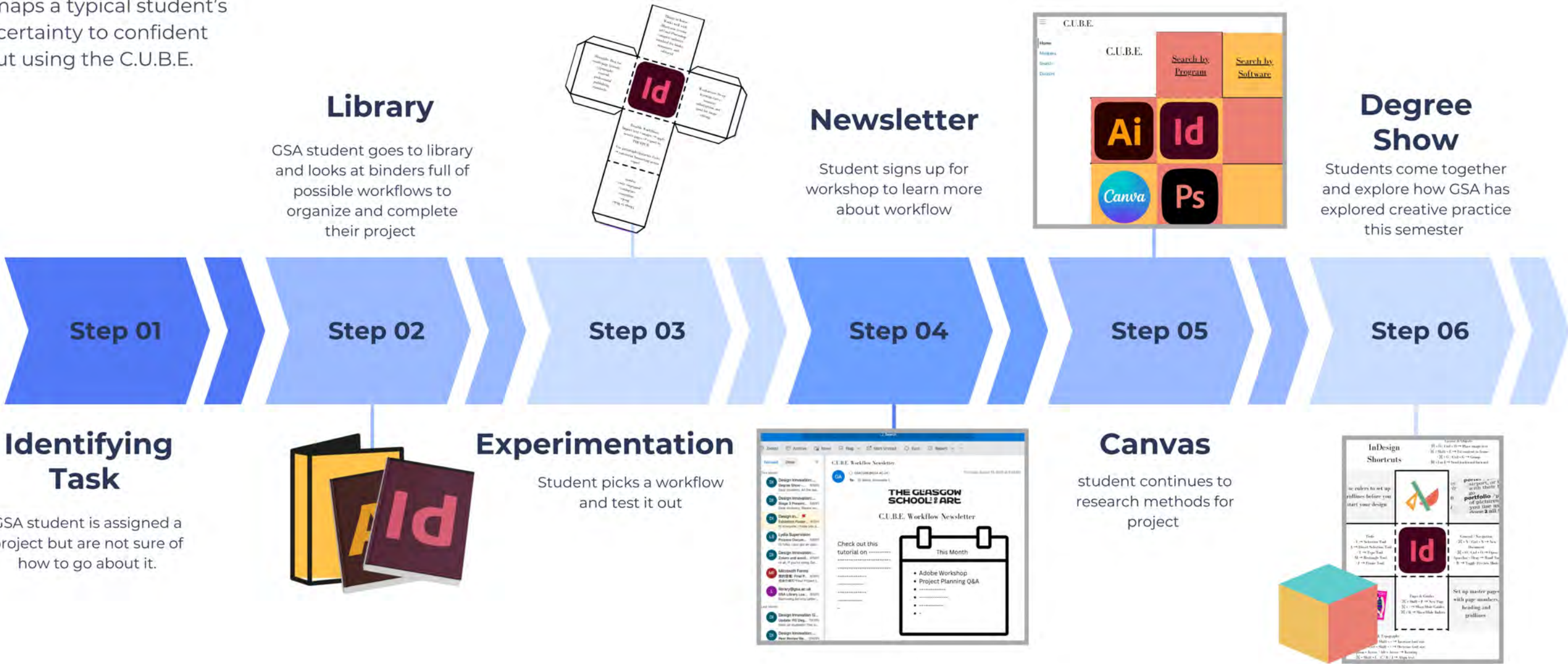
The CUBE service model is designed to connect student resources with creative practice. The cube template touch point was created to encourage students to create a physical record of the tools they used over the course of the semester. This allows for personal reflection on use of the tool and the tool itself. When this information is shared on Canvas and in the library it creates a record for students across GSA to access and discuss.



	Class Time (weekly availability)/ 24/7 availability				Skills Week	Crunch Time	Degree Show	Service Extension
C.U.B.E.	Library	Class time Cubes allow individuals to visualize and document workflows	Monthly newsletter - workshop calendar - notes on industry standards - system for students to request tutorials on new tech - links to youtube/resources on new tech	Workshops	Skills week like a conference with panels and speakers	Canvas	CUBE display shows how different programs use various softwares to engage with practice Posters	Library stores written/ printable workflows organized by software and program → book
Students	First Timer	Visits Library, looks at binders to fill gaps in software knowledge	CUBE's allow reflection on Creative Methods learning and helps connect their value to practice	Easy to find relevant tutorials online to help them fill gaps in software knowledge	Is excited to hear new perspectives	Uses Canvas to review slideshows from lectures	Improves craftsmanship	
	The Translator		Uses CUBE's during and after class to reflect on methods	Reads notes on industry standards	Attends workshop for English as a Second Language	Wants to learn more about resume and portfolio standards in the UK	Uses Canvas to keep track of assignments and due dates	Strong methods engagement
	The Juggler		Uses CUBE templates to organize notes on creative process		Uses skill week to gain inspiration and motivation to finish strong		Finishes project on time because they documented their work well throughout semester	
	Free Spirit			Finds out about Obsidian Workshop, is excited to learn something new	Attends workshop and learns a new way to organize their work	Is excited to meet with industry experts	Doubles checks Canvas page for final submission info	
Staff	Professors		Uses CUBE's to facilitate conversation about tools and practice		Bring in alumni and local professionals to talk about practice and host tutorials on softwares they use	Updated Weekly	Uses CUBE's to analyse student workflows	This data comes from CUBE's made by students, consolidated by program heads
	Support Staff	Workflow Binders updated with recent degree show workflows from CUBE's		Sends out monthly newsletter with organized info about upcoming skill building opportunities to all students and staff	Scheduled and run throughout semester			
Insights			All GSA students could benefit from project management tools	One stop shop for workshop and event schedule	The faster students learn the basics (Adobe) the quicker they can move on to things that make their practice unique	Better Canvas organization would help everyone stay more organized	Every semester gets harder till you graduate	Familiarizing students with resources early helps build a strong foundation
Pain Points		Binders will take up space in library		Requires all staff to send in organized information about workshop offerings				Time to Consolidate info from Degree show

User Journey

This journey maps a typical student's path from uncertainty to confident creative output using the C.U.B.E. system.





Neighborhood Networks is a Glasgow based charity that serves the central belt of Scotland.

They aim to prevent social isolation in vulnerable adults using the peer support model.

They do this by helping them set goals in key areas like life skills, money management and independent travel.

Service Highlights

- Community Living Workers (CLW) manage networks
- Members meet with CLW's and in groups weekly
- Neighborhood Networks (NN) uses peer support model
- Members meet outcomes to gain independence



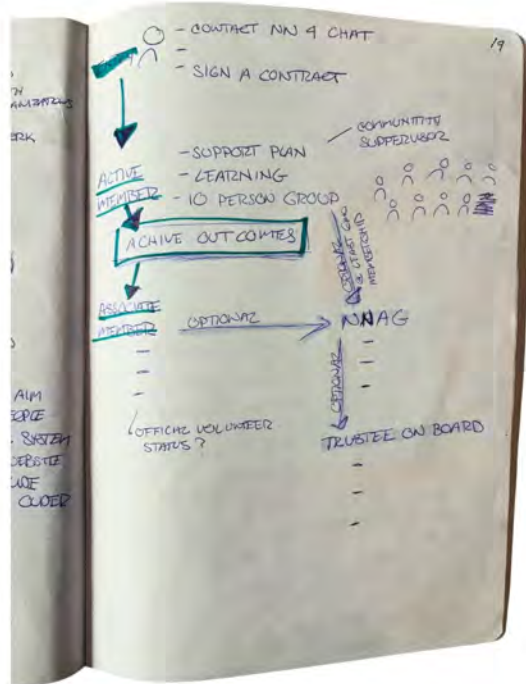
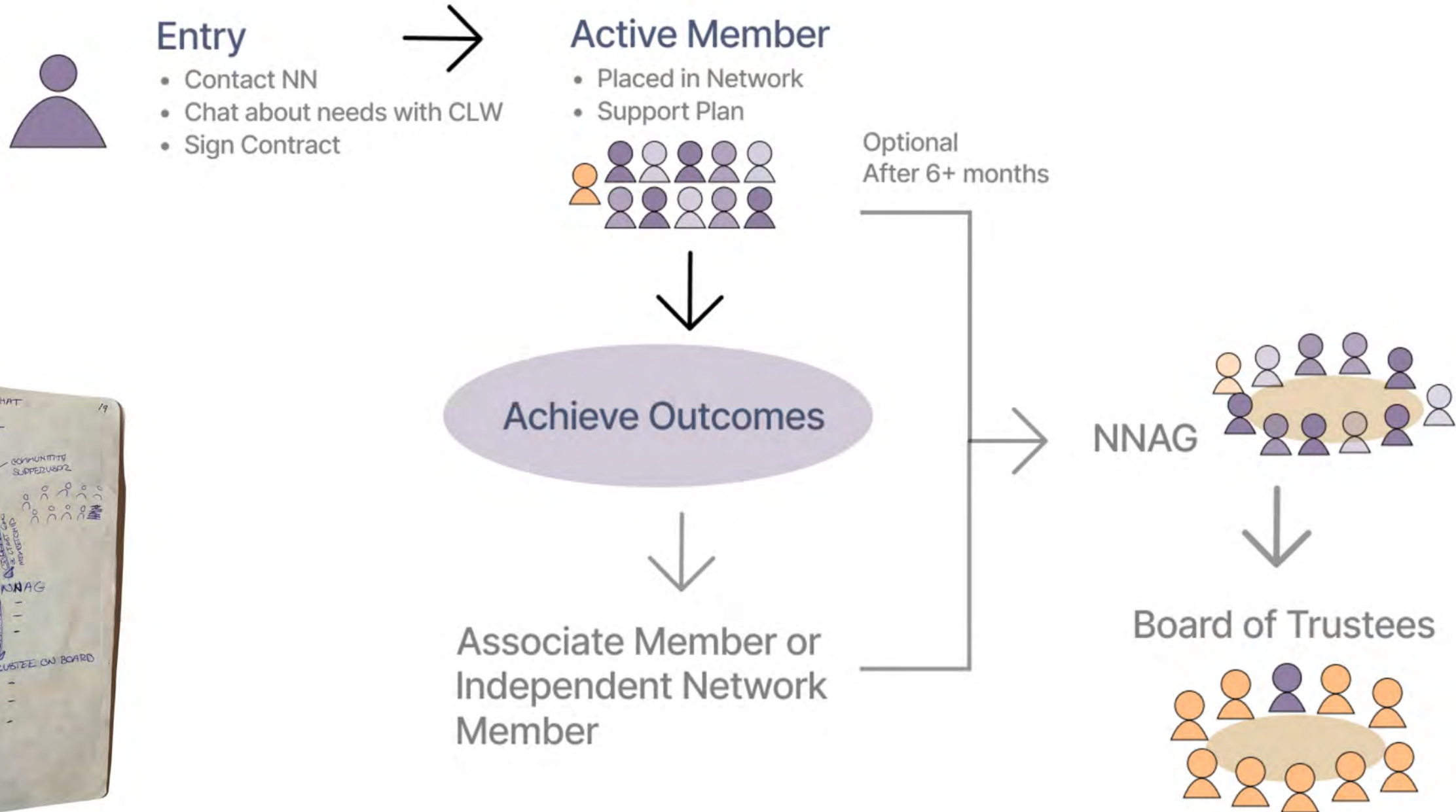
Project Summary

- Spring 2025
- 12 week
- Group Project

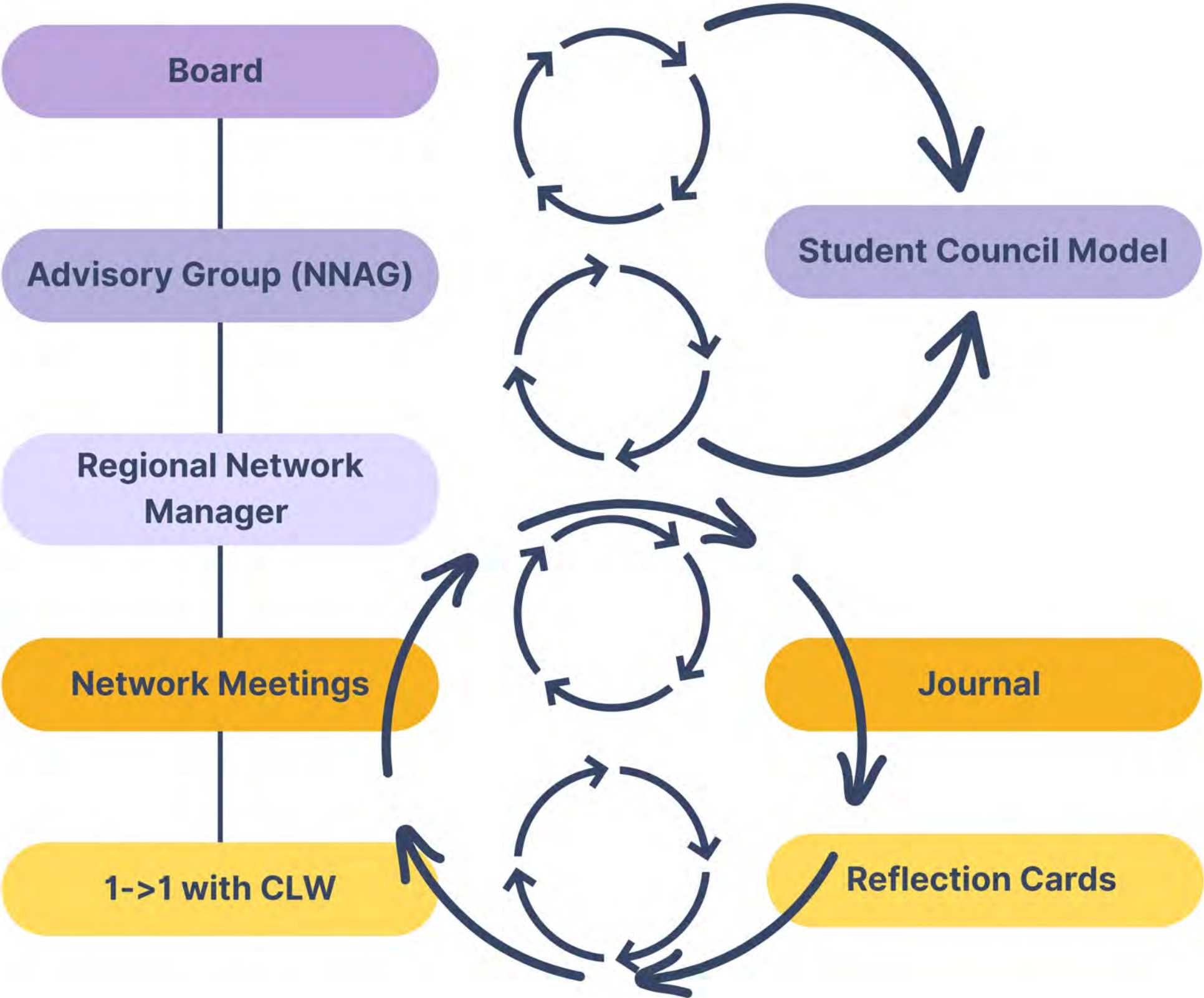
Project Process

- Desk research
- Interviews
- Synthesis
- Journey mapping
- Co-design
- Rapid prototyping

Member Journey Map



Design Opportunities in the Feedback Loop



Journal - Toolkit Item 1

WHY is this needed?

As a reflection tool for both community workers and members which help them progress towards reaching their learning outcomes and work towards independency

WHAT is the goal?

- To help members set achievable goals and reflect on their progress
- To help workers track the members' progress
- Reinforce educational nature of service



Reflection Cards ToolKit Item 2

WHY is this needed?

It creates a playful and inclusive space where all members can share their voices, especially those who may stay quiet, helping to balance power dynamics and spark open dialogue between members and CLWs.

WHAT is the goal?

- To help ALL members share their feedback
- Based on the concept of “Progressive Voice Building”
- CLWs act as a facilitator initially and then passively support the NNAG members to facilitate
- Encourage members by providing structured opportunities to voice their opinions instead of traditional methods like survey/formal meetings



THE GLASGOW SCHOOL OF ART ARCHIVES and COLLECTIONS

Our partners at the GSA archives researched the archives and their functions, looked at the unique positioning of GSA's archives and co-designed prototypes to **increase student awareness and involvement of the schools archives.**

Service Highlights

- Provide research materials to students, staff and academics
- Email to make appointment
- Meet 1 on 1 to view items
- Staff expertise is true value of visit



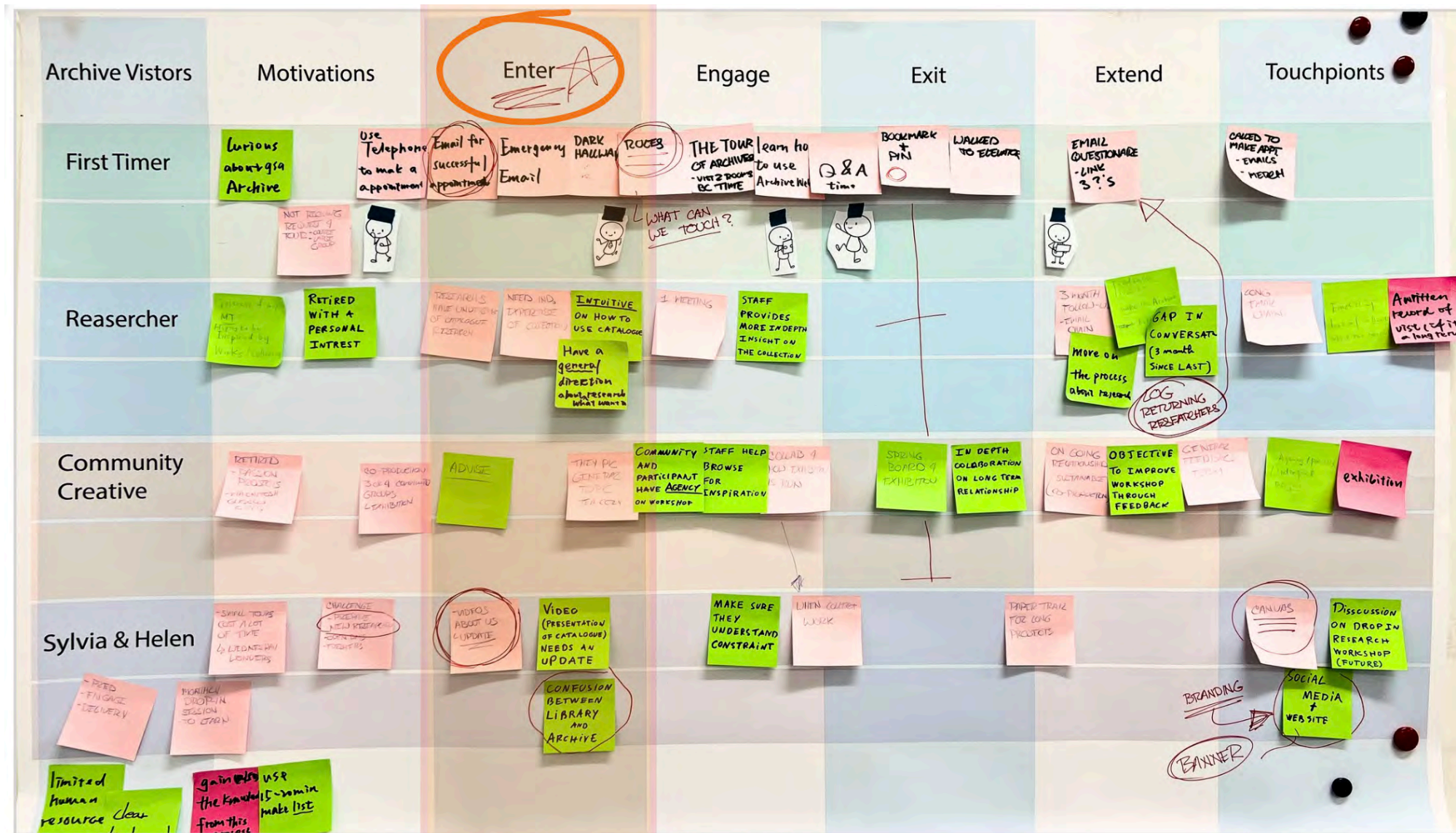
Project Summary

- Fall 2024
- 4 week
- Group Project

Project Process

- Desk research
- Interviews
- Synthesis
- Journey mapping
- Co-design
- Rapid prototyping

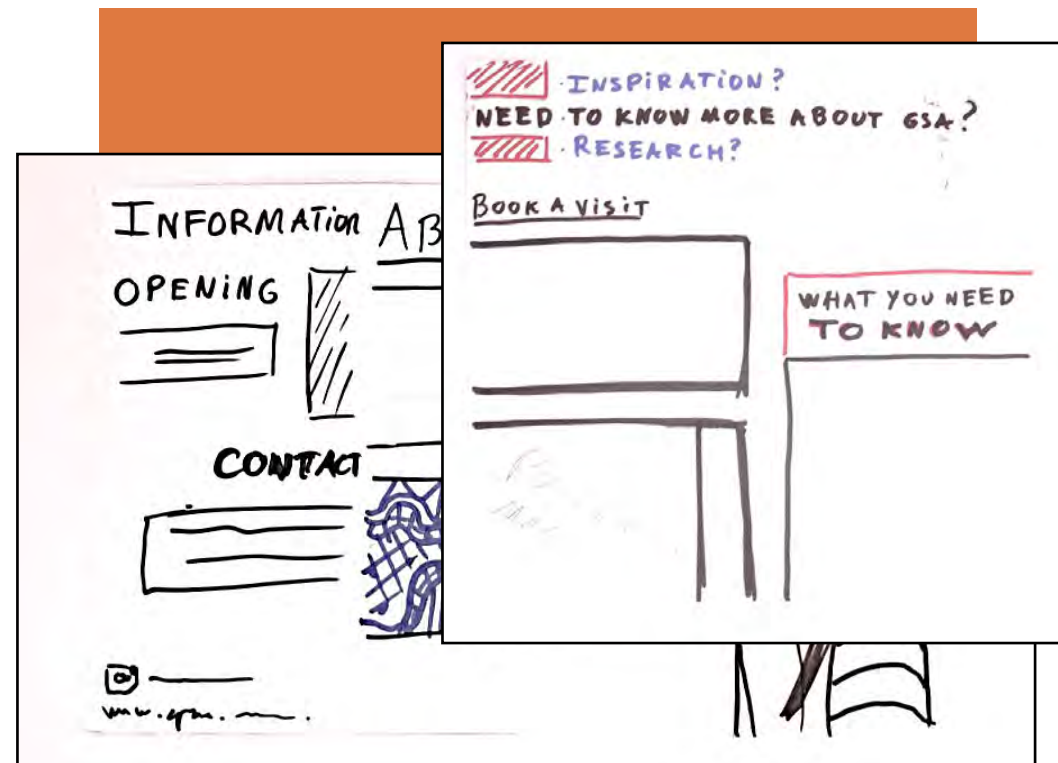
Journey Map



The journey map helped us see how our partners were delivering their services. It also made us realize that students can't take full advantage of the archives without the expertise of the people who work there. Their knowledge of the collection is the real value of engaging with the archives.

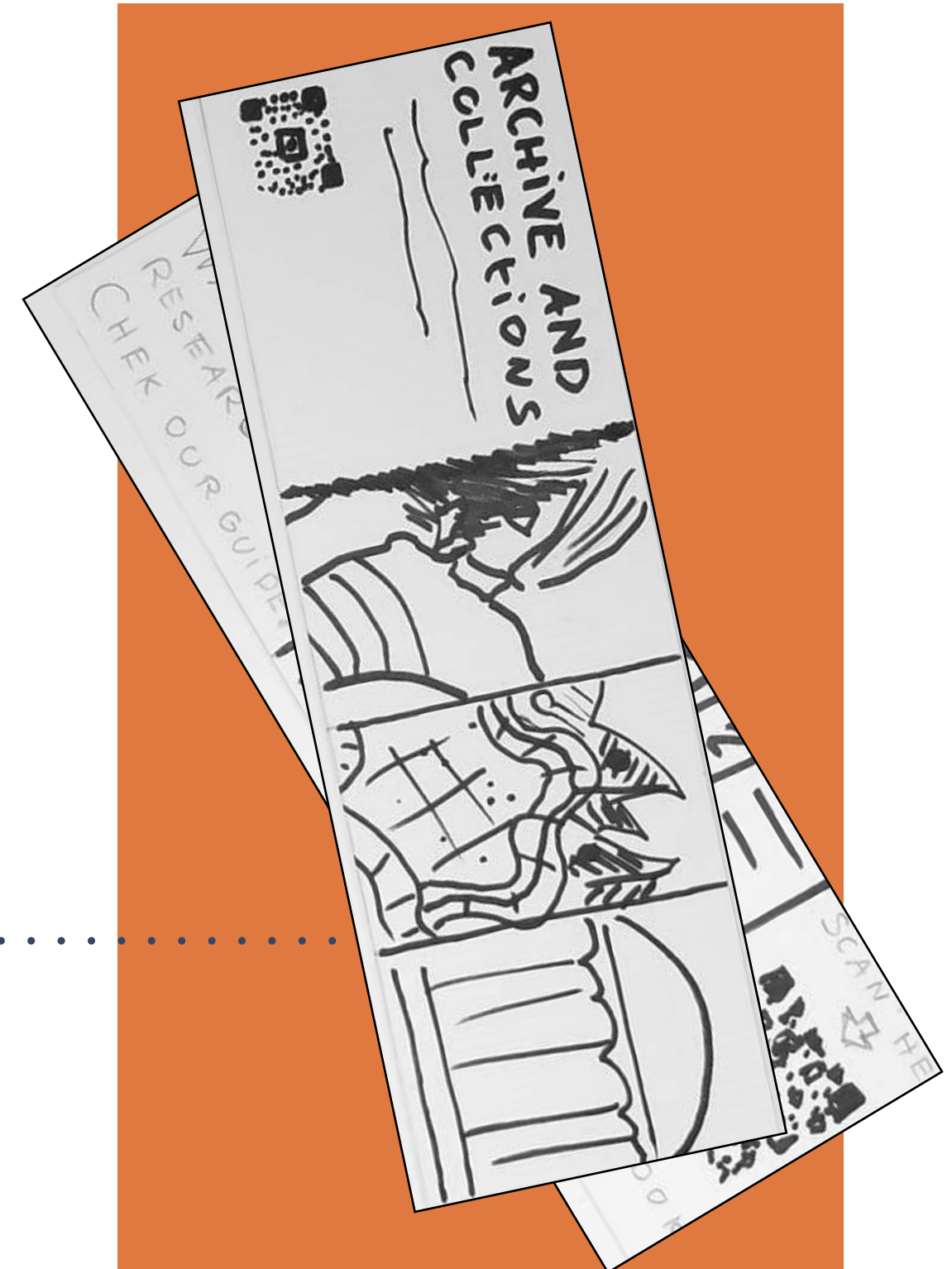
Co-design

We took prototypes of bookmarks, brochures, posters, their website page, and their Instagram page.



- • • These cards clearly communicate everything students need to know to be prepared for their appointment

Bookmarks left in the Library remind students how to make an appointment to visit the archives



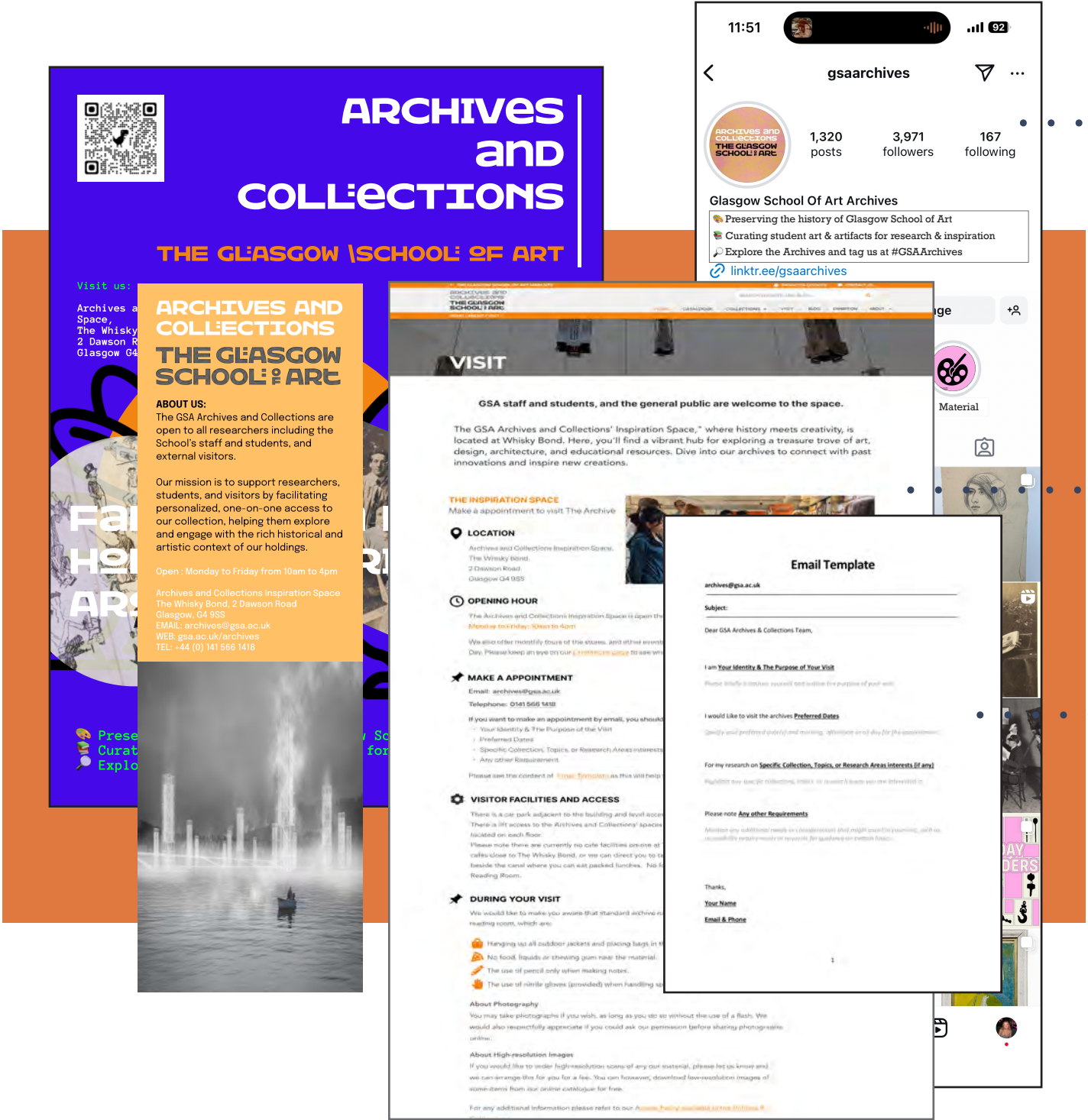
Solution

Our Solution Includes

- Bookmark
- Website page
- Instagram
- Posters
- Email Template

These updated touchpionts create a series of ways for students to learn about how to engage with the archives.

The email template will help them decide to make an appointment or take a private tour and attend Wednesday Wonders.



Directions on how to engage with the archives were added to Instagram stories and pinned post for easy access.

As a team we streamlined information on the visit page of the website and added icons for clarity.

Email template helps students make appointments with the archives.



Over the course of this semester long collaboration with Trek I learned a lot about how physical touchpoints effect service experiences. This project was designed for physical display at the kaleidoscope end of year design show at Auburn University.

Service Highlights

- Helps local bike shops facilitate cycle race events
- Increases participation in cycling
- Provides framework for branding
- Allows Trek to promote participation in cycling races



Project Summary

- Spring 2024
- Sponsored Studio

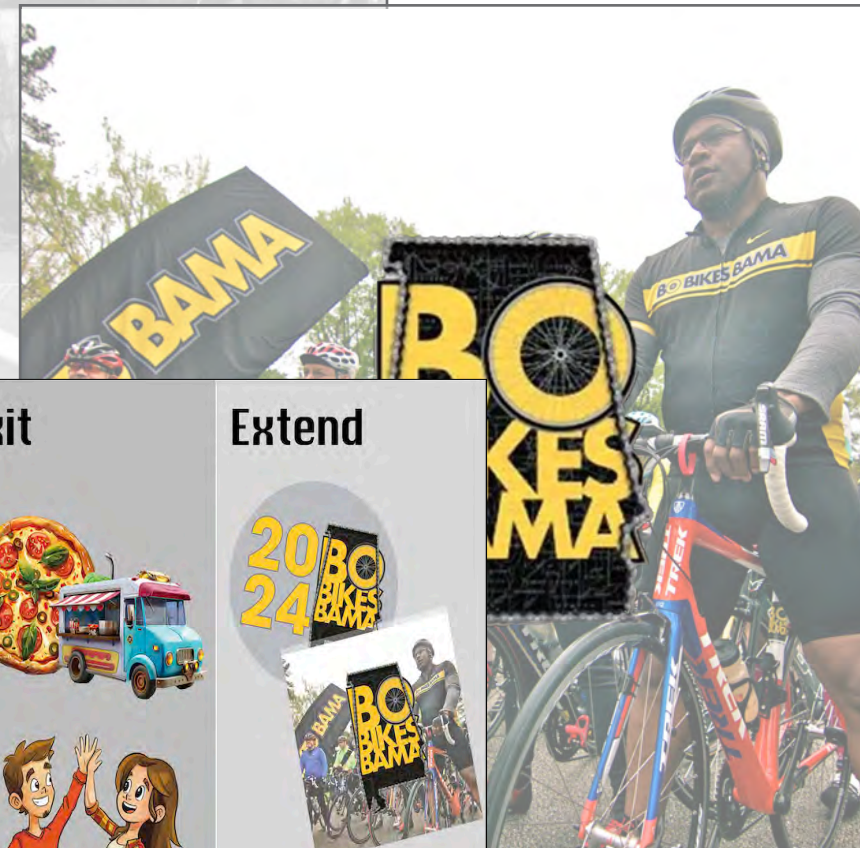
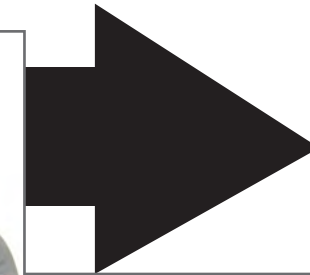
Project Process

- Desk Research
- Journey Mapping
- Ai Rapid Prototyping
- Used Midjourney
- Story Boarding

The RACE! kit is a cycling race facilitation guide that includes event signage and communication templates easily adapted to race branding. Trek has the opportunity to distribute these event kits to Trek stores, encouraging them to organize more cycling events within their local communities, all with the charming assistance of Trek's mascot, Herman the sheep.



BO Bikes Bama Event Parking



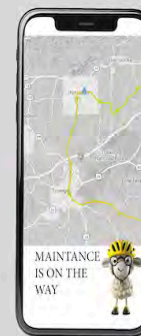
Entice



Enter



Engage



Exit



Extend





Development of storyboard
communicated cyclist experiences
and painpoints on race day





Post race package includes race time, picture of cyclist and badge





Grubhub On Site is a service integrated into the Grubhub app that serves campuses for large companies and colleges.

Service Highlights

- saving campus dining locations to your grubhub app
- the use of campus dining cards
- kiosk check in stations
- food locker pick up & delivery robots (being tested on select campuses)



Project Summary

- Summer 2023
- 4 week sprint
- Mentor Guidance

Project Process

- Desk research
- Create facilitation guide
- Interviews
- Synthesis
- Journey mapping existing and ideal state
- Final presentation

Students are saying ...



"It doesn't handle the influx of people who order at noon. The number of times it has crashed on campus I knew I couldn't trust it."

"Sometimes you don't have a choice to wait or not, there has been a few times I had to go to class and leave the food. I texted someone else and told them they could have it."

"Usually I am hovering wherever waiting for my order, GH doesn't update when it finishes the food since it's busy, no service, or it hasn't updated"



Our Goals

- Build student's trust in the Grubhub System
- Reduce wait times as well as food waste
- Give students control over what happens when orders are delayed

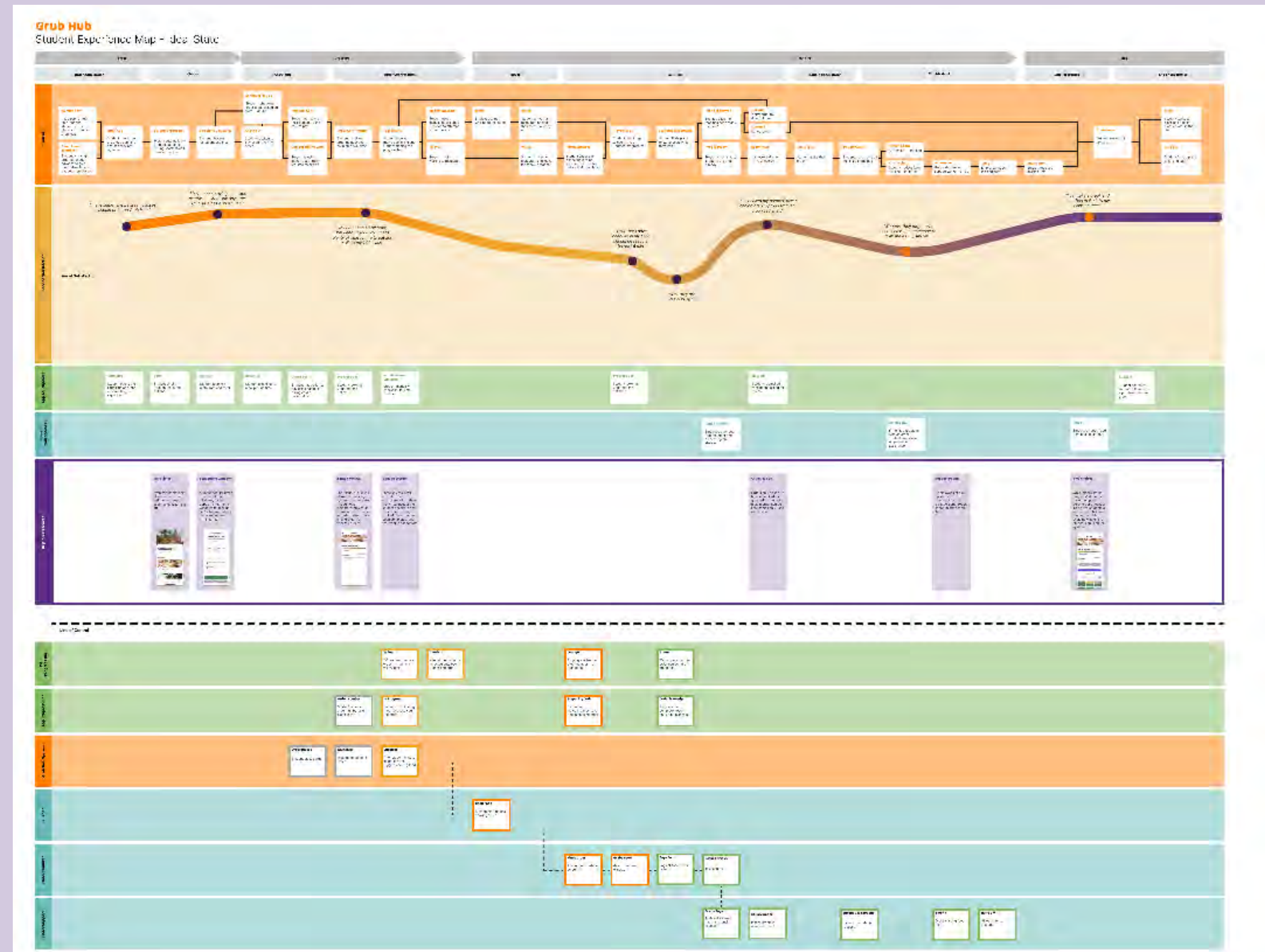
A Better System

Journey mapping pinpointed key areas where inconsistency in service delivery was creating distrust from students. The new system addresses these design opportunities both physically and digitally.

Reflecting the new experience

Key Interfaces

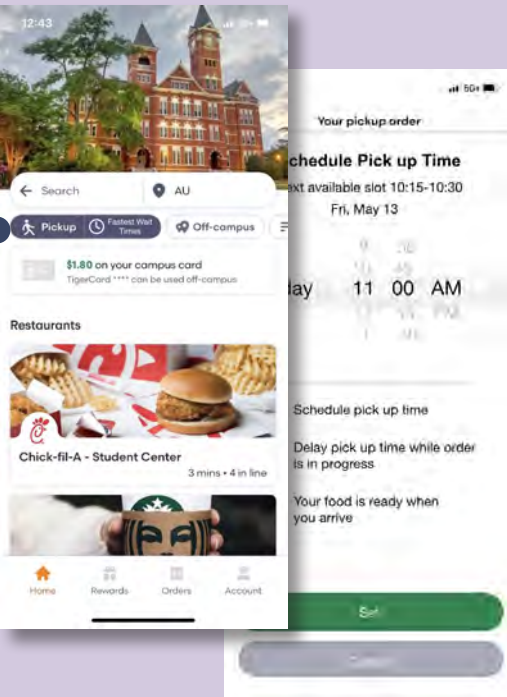
Backend system that promotes efficiency and trust



Final Prototypes

While orders are in progress students can reschedule orders so they don't have to be abandoned

New progress bar updates are color coordinated with TV monitors displaying que



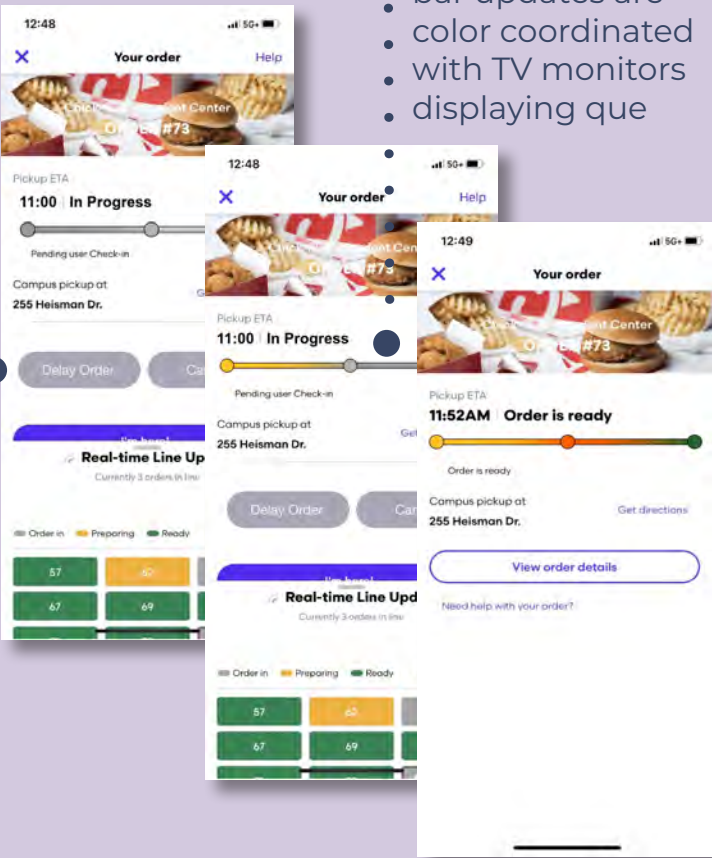
System automatically filters restaurants by wait times unless user manually turns it off.



Student check in triggers the order to begin in the kitchen.

Kitchen is cooking the order

Order support and hand off finalized the order



Bar turns yellow when kitchen starts cooking order and students lose their ability to cancel order



Kagefit Academy is home to some of the most anticipated Mixed Martial Arts fighters in the region. We have set high standards for training and instruction and we are proud to share that with every one in our community.

Our training systems include everything from Muay Thai and Brazilian Jin Jitsu to Kick boxing, Group Fitness, and even high-energy Kids Martial Arts classes. We are helping people of all skill levels and ages find success with hands-on instruction and an ego-free environment.

Service Highlights

- Workout classes
- Self defense classes
- Community around the sport



Project Summary

- Spring 2023
- 2 week sprint
- Collaborated with Katie Ann

Project Process

- Desk research
- Ethnography
- Interviews
- Synthesis
- Service Blueprint
- Final presentation



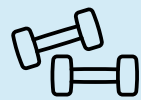
Space

Design a floor plan that includes all spacial needs and maximizes training space



Flow of People

Design a space that reconfigures into divided smaller spaces or opens for large class sizes



Storage

Understand equipment usage and storage needs for gym and client gear.



BATHROOMS

- bathrooms (family, showers, lockers, changing rooms)
- water fountain + water bottle filling station



STORAGE

- business storage frequent (loaner equipment, pads, gloves)
- business storage infrequent (...some of the following fitness equipment)
- place for merch, place for awards
- place for fitness equipment (kettlebells, medicine balls, sand bags)
- lockers/storage for student's personal bag / equipment
- cleaning equipment (washer, drier, swiffer, vacuum, etc.)
- drying area (muay thai pads, gloves, shin guards)
- banana bags, heavy bags, water bags exercise equipment



OFFICE SPACE

- office for coach
- front desk area with employee



ADJUSTABLE CLASSROOMS

- safe walkways out of the way
- retractable walls



OTHER

- place to gather while waiting on class to start
- trainers / personal room
- seating for parents
- cage + boxing ring
- mirror for shadow boxing

