LUISA KOSTER
SERVICE DESIGNER

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Zurich, Switzerland (eligible to work in all EU countries)
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PROFILE

I'm interested in how design can help organizations **make sense of complexity** and **work better together**. With a background in **design management** and **service design**, I've worked across startups, public sector contexts, and agency-led projects, **collaborating** with different teams to turn research and insights into clear **structures**, **journeys**, and **services**. I enjoy working closely with people, aligning perspectives, and supporting teams in making thoughtful decisions within **complex systems**.

VISION

I want to work in service design because I care deeply about how systems shape **people's everyday lives**. My goal is to help organizations design services that are not only functional, but trustworthy, inclusive, and meaningful, by **bringing people together**, making services **accessible**, and turning collaboration into real, **lasting impact**.

SKILLS

User Research: 1:1 In-depth Interviews ; User Observation ; Journey Mapping ; Empathy Mapping ; Service Blueprinting ; Co-creation Workshops ; Service Prototyping ; User Testing ; Insight Synthesis

System Thinking: Ecosystem Mapping ; Circular Thinking ; Stakeholder Mapping ; Relationship Framing ; Aligning User Needs with Organizational Goals

Collaboration: Inclusive Workshop Facilitation ; Stakeholder Management ; Design Sprints ; Interdisciplinary Team Work ; Co-Design ; Visual Design

Communication: Intercultural & cross-disciplinary communication ;
English (fluent) ; Swiss German (native) ; German (native) ; Portuguese (basic)

TOOLS

Design: Figma ; Miro ; Notion ; Adobe Photoshop ; Canva

Management: Facebook Analytics ; Jira ; Microsoft Office

EDUCATION

BA Design Management International / Lucerne University
September 2021 - July 2024
Lucerne, Switzerland

- Researched user needs through in-depth interviews to turn them into service design concepts.
- Facilitated co-creation workshops with users to improve a sustainable design outcome.
- Applied service design methods, such as prototyping, to create solutions, tested in pilot projects.

Exchange in Communication Design / Faculdade de Belas-Artes
February 2023 - July 2023
Lisbon, Portugal

- Designed a fast fashion awareness platform in Figma to prompt user reflection on consumption habits.
- Created a poster for the human rights exhibition encouraging participative design to gain user insights.

WORK EXPERIENCE

DIGITAL PROJECT MANAGEMENT INTERN / Verkehrsbetriebe Zürich
Public sector, Zurich's transport operator, providing mobility services
Role in improving staff workflows and digital services
September 2024 - September 2025, Zurich

- Led onboarding sessions, ensuring successful adoption of new digital services.
- Conducted five 1:1 user interviews with team coaches to inform new user journeys and improve workflow efficiency to reach a more transparent staff overview.
- Created low-fidelity idea prototypes in form of sketches every 3 months, ensuring new features were tested in collaboration with IT teams before rollout.
- Co-created internal user manuals, with IT developers to reduce reported accessibility barriers such as the challenge of executing two-factor authentication for a group of 1600 employees.

VISUAL & SOCIAL MEDIA DESIGNER / tablerockers.ch
Small Business, Event agency for DJ and live music bookings in Switzerland
Role in managing the brand's visual identity and social media strategy
August 2021 - August 2022, Winterthur

- Strengthened brand recognition and recalled value by enabling consistency across different social media channels.
- Served as the sole designer in a five-person team (finance, music, marketing), which enabled creative freedom and control over branding choices.
- Used Facebook Analytics and A/B testing to analyze engagement patterns, optimizing content for higher interaction.

DIGITAL MARKETING INTERN / Impresm
Start-up, Digital marketing services specializing in finance sectors
Role in creating visual social media content and user engagement campaigns
August 2020 - August 2021, Zurich

- Explained complex biotech and finance topics in form of visual social media content to make information accessible for non-experts.
- Aligned business goals of increasing user engagement to create user relevant financial content.
- Used Facebook Analytics to understand audience feedback, refining visuals to meet different user needs.

ACADEMIC PROJECTS

FJORD - ACCENTURE SONG / Research Opportunities in Learning Spaces
Lucerne University Collaboration, February 2022 - March 2022, Zurich

- Conducted exploratory research on Fjord employees' work habits, exercise, nutrition, and awareness of internal offers, uncovering gaps in promoting work-life balance and well-being.

INNOVAGE / Intergenerational Co-Creation Project
Lucerne University Collaboration, April 2022 - Juni 2022, Lucerne

- Facilitated co-design sessions with seniors and students, designing a home-based dinner service and postcard invitation system to foster informal, welcoming social connections.
- Developed a complete service journey and practical host guidelines, improving participation, inclusivity, and scalable intergenerational exchange.

BAUHAUS OF THE SEAS / Conception for connecting people to sustainable Seafood
Faculdade de Belas-Artes Collaboration, May 2023 - June 2023, Lisbon

- Designed the full MARéMAR service journey with shared harbor dinners, storytelling, and a digital platform, making bycatch fish appealing and connecting people with sustainable seafood practices.

UNITED NATIONS / Creating a Poster for the Human Rights Exhibition
Faculdade de Belas-Artes Collaboration, February 2023 - March 2023, Lisbon

- Designed and executed the Article 19 communication project for the United Nations Human Rights, translating historical speeches into an interactive poster to raise awareness about freedom of expression.
- Created a participatory sticky notes installation that engaged viewers, encouraging reflection on personal responsibility in protecting free speech in the Portuguese context.

REFERENCES

Radek Ambord
Verkehrsbetriebe Zürich
Head of Projects and Support

Alice Marchand
Impresm GmbH
CEO and founder of Impresm