

Tony Bleything

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Service Design | Design Thinker | AI Adopter & Educator | Innovation Leader

Summary

Strategic Service Designer specializing in AI-driven experience design, service blueprints, and user research. Expert in design thinking, journey mapping, and UX strategy. Proficient in Generative AI, Figma, and Agile UX, leading cross-functional teams to create seamless, data-driven digital experiences that optimize engagement and operational efficiency.

Skills

- **Service Design & UX Strategy:** Designing service blueprints, journey maps, and digital experiences that integrate Generative AI solutions.
- **User Research & Usability Testing:** Conducting in-depth user research, usability testing, and data analysis to inform UX and service design decisions.
- **Prototyping & Design Systems:** Expert in Figma, Adobe XD, and Sketch to create high-fidelity prototypes and interactive wireframes.
- **AI-Driven UX & Innovation:** Applying Generative AI, NLP, and machine learning to enhance digital experiences and streamline workflows.
- **Agile Product Development:** Driving Agile UX processes, integrating user feedback in iterative sprints to refine digital services and platforms.
- **Stakeholder Engagement & Cross-Functional Leadership:** Leading enterprise-wide service design initiatives, aligning UX strategy with business needs.
- **Design Thinking & Human-Centered Innovation:** Facilitating co-creation workshops and embedding human-centered design in enterprise solutions.

AI Tool Set

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|----------------------------|---------------------------|------------------------|
| • Perplexity | Productivity) | Generation, Text to |
| • ChatGPT | • Midjourney (Image | Video AI) |
| • Claude (Anthropic) | Generation) | • Kaggle (Data Science |
| • Gamma (Content | • RunwayML (AI Video | Community) |
| Creation) | Editing, Visual Effects, | • Crew AI Enterprise |
| • Julius AI (Analytics and | Media Production) | (Multi-Agent AI |
| Productivity) | • Stable Diffusion (Image | Orchestration) |
| • Google NotebookLM | Generation, Custom AI | • Aminos (ChatBot |
| (Analytics and | Art) | Development) |
| | • Sora (AI Video | • Deep Seek |

Professional Experience

Solution Architect - Integrated Solutions - Johnson Controls

November 2024 - Present

- Led UX research and service blueprinting to optimize customer journeys in smart buildings and IoT solutions.
- Design and facilitate AI-driven Design Assist workshops, aligning technology solutions with user needs and operational goals.
- Created detailed persona-based experience strategies to enhance customer interactions across smart infrastructure projects.

Learning & Development Manager | Experience Designer - Studio Grow

November 2024 – Present

- Led human-centered design curriculum development, increasing training efficiency and learner engagement by 30%.
- Designed and implemented a Learning Management System (LMS/LXP), enhancing digital learning experiences for enterprise clients.
- Conducted user journey mapping and service analysis to optimize organizational technology adoption and user experiences.

AI-Driven Production House Automation – Chicago (Freelance Contract)

Jan 2025 – Present

- Designed and developed a multi-agent AI automation system to streamline director and production house representation workflows.
- Built an automated lead-processing pipeline that ingests leads from ad agencies and executive producers, extracts shoot requirements, and searches a director database using RAG (Retrieval-Augmented Generation).
- Integrated OpenAI, RunwayML, and Crew AI Enterprise to dynamically generate personalized sizzle reels by identifying relevant past shoots, extracting clips, and assembling them into customized showreels.
- Designed a workflow automation framework that routes the final selection and sizzle reels to representatives for review before client outreach, ensuring seamless AI-human collaboration.
- Leveraged machine learning-driven insights to optimize director recommendations, increasing response efficiency and personalization for prospective clients.

GTM & Pricing Strategy Consultant - Eaton (Freelance Contract)

February 2025 - March 2025

- Developed market research frameworks and led user research sessions to refine AI-driven pricing models.
- Facilitated strategic workshops to enhance customer journey alignment with business and AI-driven automation strategies.

Senior Learning Experience Designer - Innovation & Design Thinking - Johnson Controls

October 2020 - April 2024

- Led enterprise-wide UX strategy, embedding human-centered design in corporate innovation processes.
- Spearheaded a Design Thinking program that improved employee engagement and design-led innovation by 40%.
- Developed interactive digital learning solutions, reducing content revision cycles by 30% and increasing training adoption.

Simulation Designer - EdCetera (Freelance Contract)

October 2024 - January 2025

- Designed and developed an AI-powered interactive simulation concept to enable real-world scenario-based learning for optometry students.
- Conducted user research and usability testing to optimize the simulation framework, ensuring alignment with educational objectives.
- Created high-fidelity prototypes and interactive wireframes, guiding developers in implementing an intuitive, data-driven training tool.

Experience Design Lead - Western Melbourne Stadium Project - (Freelance Contract)

May 2024 - July 2024

- Led service design workshops for Deloitte consultants and stadium ownership, defining user experience goals for the stadium and surrounding precinct.
- Conducted persona research and journey mapping, aligning user needs with digital experience solutions and AI-driven personalization strategies.
- Developed a comprehensive experience strategy incorporating Generative AI for data-driven fan engagement and real-time experience enhancements.
- Created high-fidelity conceptual experience design visuals using MidJourney, enabling stakeholders to visualize the future stadium experience.