

PHUTHEHI MASILO

Service Design | Human-Centred Design | Digital Transformation | Innovation Strategy

Designing services and systems that enable governments, organisations and communities to thrive.

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PROFILE

Service Design and Digital Transformation Consultant with more than a decade of experience helping governments, international development organisations, NGOs and businesses solve complex challenges through human-centred, evidence-based transformation.

My work combines service design, systems thinking and innovation strategy to redesign services, strengthen organisational capability and improve experiences for citizens, customers and communities across Africa. I have led multidisciplinary projects spanning public health, education, humanitarian response, community development and organisational transformation, working alongside senior decision-makers, technical experts and frontline teams.

I am recognised for translating research into strategic action, aligning diverse stakeholders around a shared vision and designing practical solutions that improve service delivery while supporting organisational objectives.

CORE EXPERTISE

Service Design	Digital Transformation	Innovation Strategy	Systems Thinking
Customer & Citizen Experience	Strategic Design Research	Service Blueprinting	Customer Journey Mapping
Stakeholder Engagement	Executive Workshop Facilitation	Co-design & Participatory Design	Organisational Capability Building
Behaviour Change	Programme Design	Public Sector Innovation	Cross-sector Collaboration

PROFESSIONAL EXPERIENCE

Design & Innovation Consultant | *Freelance* | *April 2023 – Present*

Partner with organisations to design services that improve customer experiences, strengthen programmes and enable organisational transformation.

- Lead design and qualitative research projects addressing complex social and organisational challenges.
- Design end-to-end customer journeys and service ecosystems to improve accessibility and user experience.
- Facilitate multidisciplinary co-design workshops bringing together clients, delivery teams and end users.
- Produce strategic recommendations grounded in evidence and customer insights.
- Support organisations in translating research into implementable service improvements.

Human-Centred Design Training Officer | *CorpsAfrica* | *September 2024 – June 2025*

Designed and delivered innovation capability programmes enabling emerging young South African leaders to apply Human-Centred Design to community development initiatives.

- Designed learning experiences that strengthened problem-solving capability among programme participants.
- Facilitated workshops and coaching sessions for multidisciplinary teams working in diverse community contexts.
- Developed practical innovation resources and learning materials to support programme delivery.
- Strengthened collaboration between programme teams and community stakeholders through participatory design approaches.

Human-Centred Designer | *Common Thread* | *April 2022 – March 2023*

Worked on international innovation programmes focused on improving public services and community outcomes.

- Conducted qualitative research to uncover user needs and behavioural insights.
- Developed customer journeys, service concepts and strategic recommendations.
- Facilitated co-design workshops with community members and partner organisations.
- Collaborated across multidisciplinary teams to design scalable service improvements.

Design Thinking Programme Lead & Coach | *d-school Afrika, University of Cape Town* | *January 2017 – March 2025*

Led the design and delivery of innovation education programmes that equipped professionals and organisations with practical human-centred innovation capabilities.

- Designed and facilitated executive learning experiences for professionals across multiple sectors.
- Guided organisations in applying Design Thinking to complex organisational and customer challenges.
- Developed curriculum, facilitation tools and learning resources.
- Mentored multidisciplinary teams through innovation projects.

SELECTED TRANSFORMATION PROJECTS

Designing Humanitarian Service Ecosystems for People Fleeing Ukraine

Contribution: Human-centred research, stakeholder mapping, journey mapping, opportunity identification, service ecosystem design.

Outcome: Generated evidence-based service concepts supporting more coordinated humanitarian service delivery.

Reimagining Adolescent Health Services in Ghana

Contribution: Community research, co-design, experience mapping, concept development.

Outcome: Produced actionable recommendations that informed more accessible and responsive health service experiences.

Designing Financial Resilience for Africa's Creative Economy

Contribution: Ecosystem mapping, service design, platform strategy, opportunity identification.

Outcome: Developed a future-focused service concept demonstrating how digital platforms could strengthen financial resilience within the creative sector.

Scaling Innovation Capability Through Digital Learning

Contribution: Learning experience design, curriculum development, digital facilitation, capability building.

Outcome: Created a scalable approach to innovation education for geographically distributed learners.

EDUCATION

MA Service Design (Expected) | *Royal College of Art - Offer Accepted*

LLM in International Taxation | *University of Cape Town*

BCom Honours in Taxation | *University of the Free State*

General Accounting Qualification | *Lesotho Institute of Accountants*

PROFESSIONAL DEVELOPMENT

- Google UX Design Professional Certificate
- Design Thinking Coaching Certificate
- Design Thinking Foundation Certificate
- Designing for Environmental Sustainability and Social Impact (Human-Centred Design, Systems Thinking, Behavioural Design, Circular Economy, Natural Capital) Certificate

DIGITAL TOOLS

Figma · Notion · Miro · Microsoft PowerPoint · Microsoft Excel · Google Workspace · AI-assisted Research & Design Tools

LEADERSHIP APPROACH

I believe lasting transformation happens when organisations deeply understand the people they serve and bring diverse stakeholders together to co-create practical, evidence-based solutions.

My work focuses on helping organisations navigate complexity by combining strategic thinking, collaborative leadership and service design to create solutions that improve outcomes for people while delivering sustainable organisational value.