Amy Carney

Head of Service Design | Service Design & Research Leader, Intuit

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Service design and research leader scaling customer, expert, and seller experiences built around AI at Intuit, and building service design into a durable organizational capability. Fifteen years of human-centered design across financial services, healthcare, media, and technology: six years of strategic design consulting, then a decade in-house, rising from Senior Design Researcher to leading a 29-person organization across mid-market, small business, sales technology, partner, and Credit Karma. I lead by influence across 12 vice presidents, and I am most energized by building teams and services from the ground up, especially where human expertise and AI have to work as one experience.

> **"The people going through an experience often hold the key to solving their own problems."**

01 THE JOURNEY

2005	2008	2010	2016	2020	2021	Next
Spaces	**Strategy consulting**	**TEAGUE, Seattle**	**Intuit**	**Intuit**	**Intuit**	**Fiscal 2027**
Nate Berkus Associates; Architecture Is Fun	Advocate Health Care, Liberty Mutual, NPR Vocalo	Intern to Senior Design Strategist, 6 years	Senior Design Researcher	Principal Researcher and Strategist	Research and Service Design Group Manager	Head of Service Design

02 INTUIT SCOPE, FROM AND TO

	FY22: where I started M3 mobility move from Consumer Group	Fiscal 2024 to 2026: where I am Back-to-back top ratings	Fiscal 2027: where it goes next Head of Service Design
TEAM	1 design researcher; first service designer added six months later.	29 on the team, plus 2 open roles; more than doubled in six months. Service design, product design and research, with 6 direct reports and managers and principals beneath them.	Leaders in place to run pillars independently; a dedicated new-services team.
DISCIPLINES	Design research, then research plus service design. No product design.	Research (Virtual Expert Platform), service design (small business, mid-market, partner), and product design for sales technology, customer success, and partner.	Agentic service design (AI plus human models), new services from zero to launch, journey management.
SEGMENTS	Global Business Solutions Group customer success only.	Small business (QuickBooks), mid-market (Intuit Enterprise Suite), sales technology, partner and channel, and Credit Karma.	SMB and Consumer (QuickBooks, TurboTax, Credit Karma); reusable service patterns across domains.
BUILT	No studios, community of practice or playbooks. Service design not yet recognized.	2 Immersive Experience Studios ($1.5M); monthly end-to-end experience review with vice presidents; 300+ member Service Design community; entrance and exit criteria and blueprint standards; service design now a formal design craft.	Pilot-to-launch playbook, AI plus human governance, service design skills reconciled in design roles.
VP INFLUENCE	0 VP stakeholders.	12 VP-level stakeholders across VEP, ICS, GBSG, Expert Network and Sales.	In the room before resources are committed.
RESULTS	No established metrics. Service design absent from strategy documents.	Back-to-back top ratings. Engagement scores up double digits, highest across product management, product design, and design. Service design on the roadmap of every major initiative.	New services launched customer-backed; in-house team replaces external consultants.

03 SELECTED OUTCOMES

Mid-Market service model.
The Intuit Enterprise Suite pilot lifted 30-day feature adoption 4.6 points, cut support cases per entity by 0.3 and brought resolution time from 27 days to 4, with a welcome transactional Net Promoter Score of 86. Bill Pay (+26 points) and Multi-Entity (+29 points) were identified as the highest-retention features. The pilot model is now scaling to all Intuit Enterprise Suite customers.

Order Command Center.
Directed this zero-to-one platform, which turned a 170-step manual process into two steps and was a critical enabler for the $110M+ Intuit Enterprise Suite business.

Customer obsession infrastructure.
Launched two Immersive Experience Studios that have hosted 126+ experts across 62+ residency weeks for 450+ employee observers, including the executive team, and powered demos for the chief executive's business reviews.

Team health.
Led a Pulse turnaround after a 30-point drop in Removing Barriers: Equal Opportunity rose 33 points (47 to 80) and Manager Score rose 12 points, sustained through February 2026.

Built from zero.
Stood up the sales technology design team and Intuit's first partner co-creation workshop with Aprio, whose senior vice president of growth said it "greatly exceeded expectations."

Scale and ownership.
Own a 12-month agency engagement of $1M+ and the studio investment, with a hiring plan exceeded by converting contractors to full-time roles.

04 EXPERIENCE

FEB 2021 TO PRESENT
Research and Service Design Group Manager Intuit
Lead service design, research and product design for AI-first customer, expert and seller experiences, partnering with 6 to 8 VPs across VEP, Expert Network, ICS, GBSG and Sales. Built the practice, the studios and the Sales Tech design team from zero.

FEB 2020 TO FEB 2021
Principal Design Researcher and Strategist Intuit
Led research and strategy for the expert and tax professional experience, including the Year Round Taxes exploration and a Jobs To Be Done study of 997 tax professionals that surfaced innovation opportunities in professional tax products.

JUN 2016 TO FEB 2020
Senior Design Researcher Intuit
Led expert and customer research for the TurboTax Live expert network, from virtual workforce expert personas and hero-moment concept testing (2017 to 2018) to the Full Service pilot roundtables of about 40 participants and the 2019 Onboarding Center and scheduling studies.

MAY 2010 TO MAY 2016
Design Strategy Intern, Strategist, Senior Strategist TEAGUE, Seattle
Trusted advisor to Fortune 500 executives and product teams (Boeing, Liberty Mutual, Microsoft, Panasonic, Intel, Starbucks, Honeywell). Selected by the CEO to collaborate on 4 business development strategies over 4 years, leading to +$8M in revenue. Led a 7-month research and design effort featured on NYT.com, at CES, Mobile HCI, IxDA and Intel's Developer Forum.

2005 TO 2009
Earlier consulting and design roles
Advocate Health Care: communication protocol for 800 physicians. Liberty Mutual: 50 contextual inquiries that led to 3 innovation programs. National Public Radio's Vocalo.org: strategy that led to 5 initiatives over 3 years. Architecture Is Fun and Nate Berkus Associates: educative children's environments and high-end residential design.

05 STRENGTHS AND COMMUNITY

STRENGTHS
Service design at scale (journeys, blueprints, moments that matter); systems and ecosystem orchestration; building durable capability; AI-first service experiences; executive influence; research that decides.

COMMUNITY
Service Design Advocate, Service Design Network USA (April 2017 to present). Director of Operations, American Institute of Graphic Arts Seattle (2012 to 2016). Created and taught an Agile User Testing course at Parsons, University of Washington, Makerhaus and Seattle Startup Week; presented at Pecha Kucha Chicago to 300+ people.

TRAINING AND WRITING
Agile Methodologies, Crucial Conversations, Leadership Presence, Trusted Advisor, Emotional Intelligence. "Car Sharing, What's Broken?" (TEAGUE, 2014); "Digital Self: Looking to the Past to Understand the Future" (TEAGUE, 2012).

EDUCATION
Institute of Design, Illinois Institute of Technology: Master of Design, Design Planning and Strategy. Stuart School of Business, Illinois Institute of Technology: Master of Business Administration, Strategic Management and Innovation. Harrington College of Design: Bachelor of Fine Arts, Interior Design.