

STRATEGIC DESIGN | DATA ANALYTICS | SYSTEMS THINKING

Evan Palmejar

Portfolio

INTRODUCTION

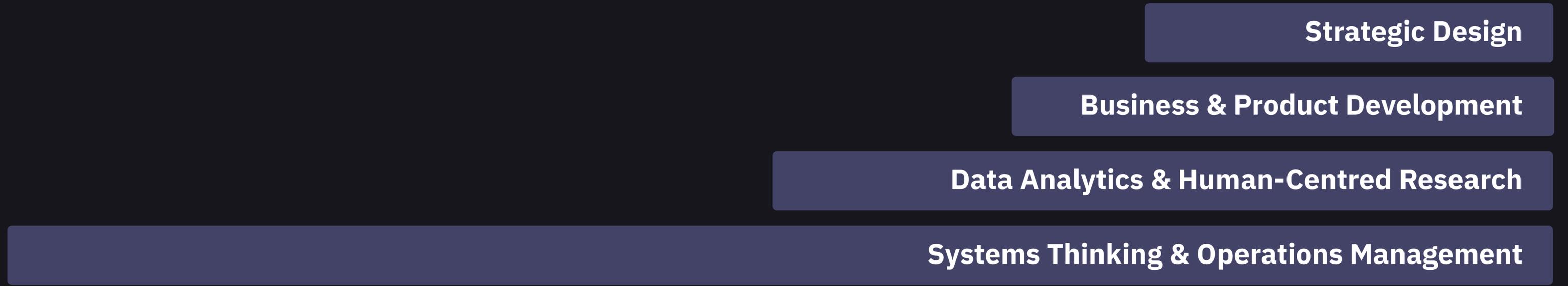
Hi, I'm Evan.

I've spent the last decade moving between very different worlds, from engineering ship systems and analyzing large data sets to working with startups and designing digital experiences.

What connects it all is my love for solving complex problems by bridging the gap between what the data tells us and what people actually experience.



CAREER TIMELINE



VC Investment Analyst
Cento Ventures, Singapore

Product & Service Designer
Enefit, Estonia

Marine Engineer
Laurin Maritime, Worldwide

Data Analyst
Thetius, UK (Remote)

Senior Analyst
Thetius, UK (Remote)

MA in Service Design
Latvia, Estonia, Finland



CAPABILITIES & VALUES



Capabilities

Strategic Design

Business & Product Development

Data Analytics & Human-Centred
Research

Systems Thinking & Operations
Management



Values

Curiosity + Action

Collaboration + Growth

Humour + Knowledge

Discipline + Integrity

DIGITAL SERVICE DESIGN | AI | ENERGY

Designing Digital Energy Journeys

Enefit, an Estonian consumer energy provider, operates in a highly competitive, deregulated market.

Our task was to reduce service costs while improving customer experience, at a time when digital-first energy companies were rapidly gaining ground.



Industry: Energy, Consumer Utilities

Role: Service Designer & Data Analyst

Year: 2025

The Challenge

Framed against the backdrop of deregulation in the Baltic energy market, where service quality and pricing have become key differentiators, and AI has emerged globally as a strategic enabler of customer service, Enefit now faces competition from emerging energy industry disruptors such as Octopus Energy and Tibber.

Operating under the product development and innovation lab, our challenge was to optimize the customer experience in order to reduce churn and increase customer lifetime value.

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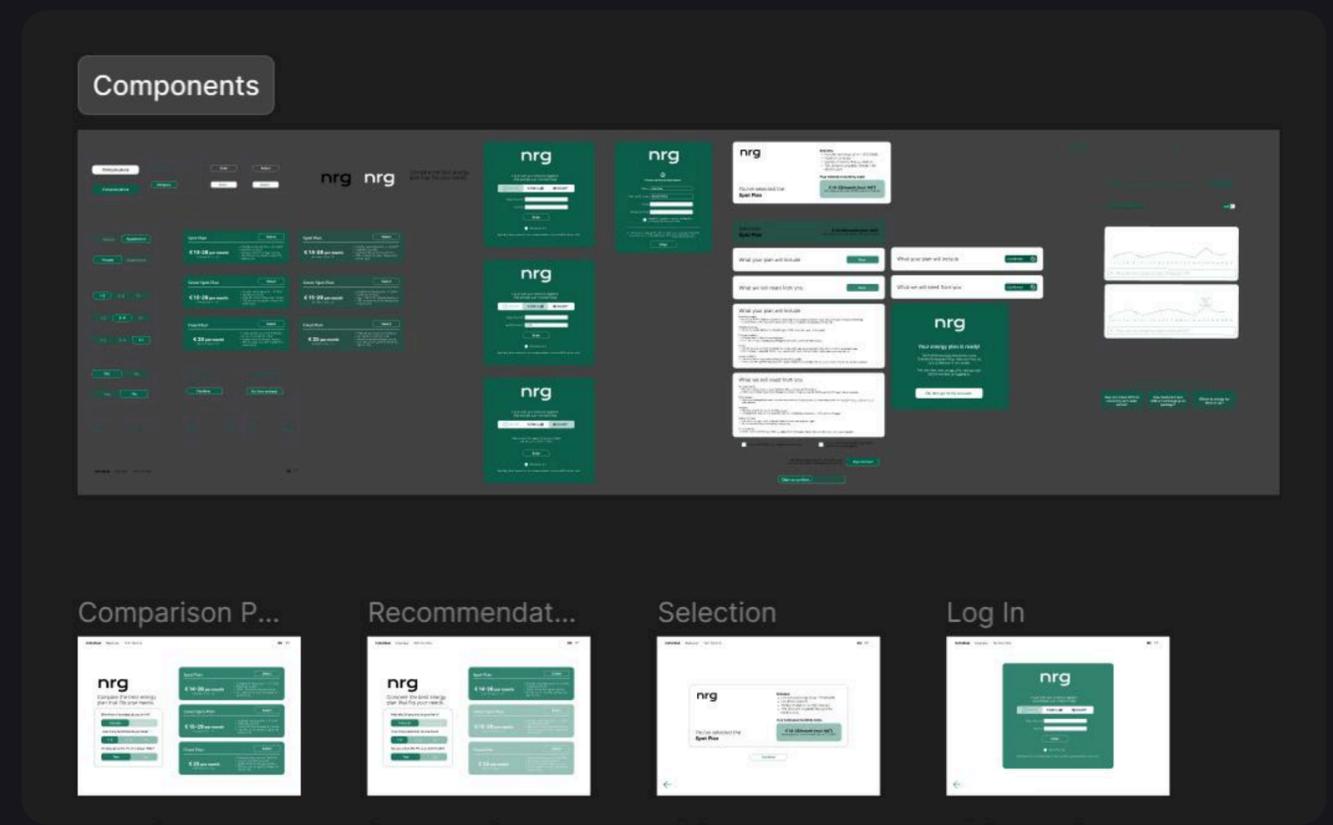
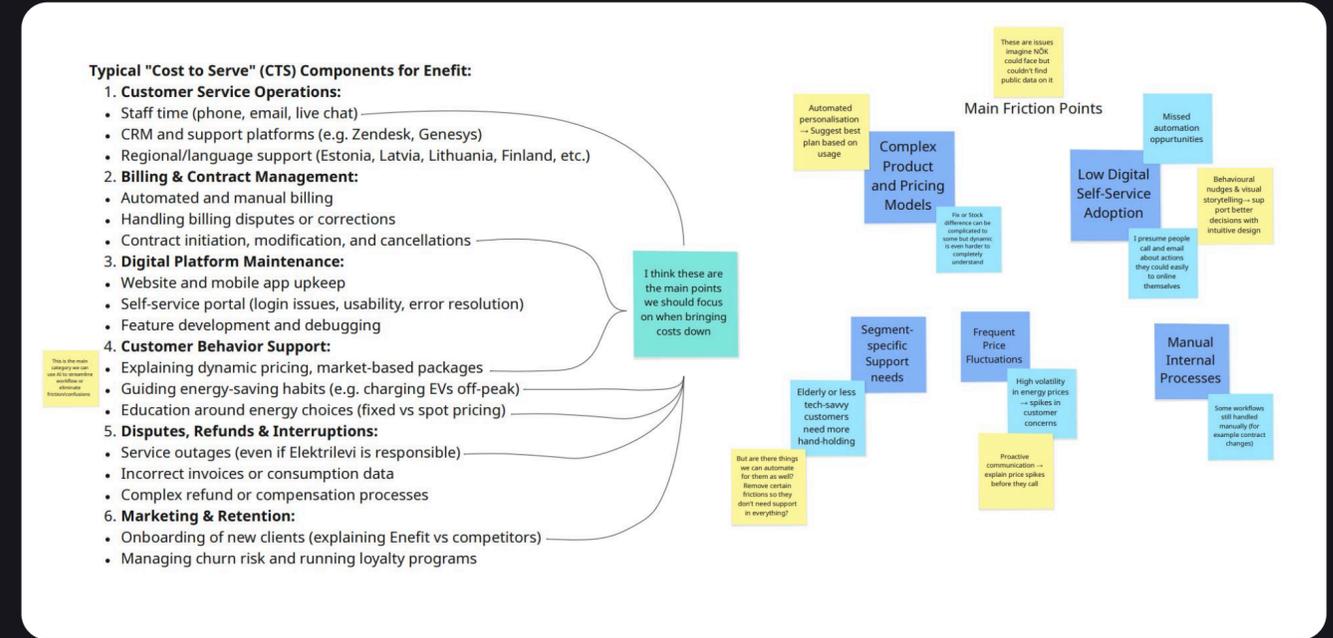
The Group's electricity market share in Estonia was 46% in Q2 2024, down from 51% in Q2 2023. This reflects increased competition in the liberalized market, with rising volumes sold by new market entrants impacting Eesti Energia's retail market position

-EESTI ENERGIA, Q2 2024 INTERIM REPORT

The Approach

Over three months we combined qualitative and quantitative methods: call-center shadowing, stakeholder interviews, customer journey reviews, and customer support data analysis. We also benchmarked against international energy solutions and used AI tools for rapid prototyping.

Tools: Miro, PowerBI, Figma, Sharewell, Lovable
Methods: Journey mapping, field observations, quantitative analysis, statistical persona building

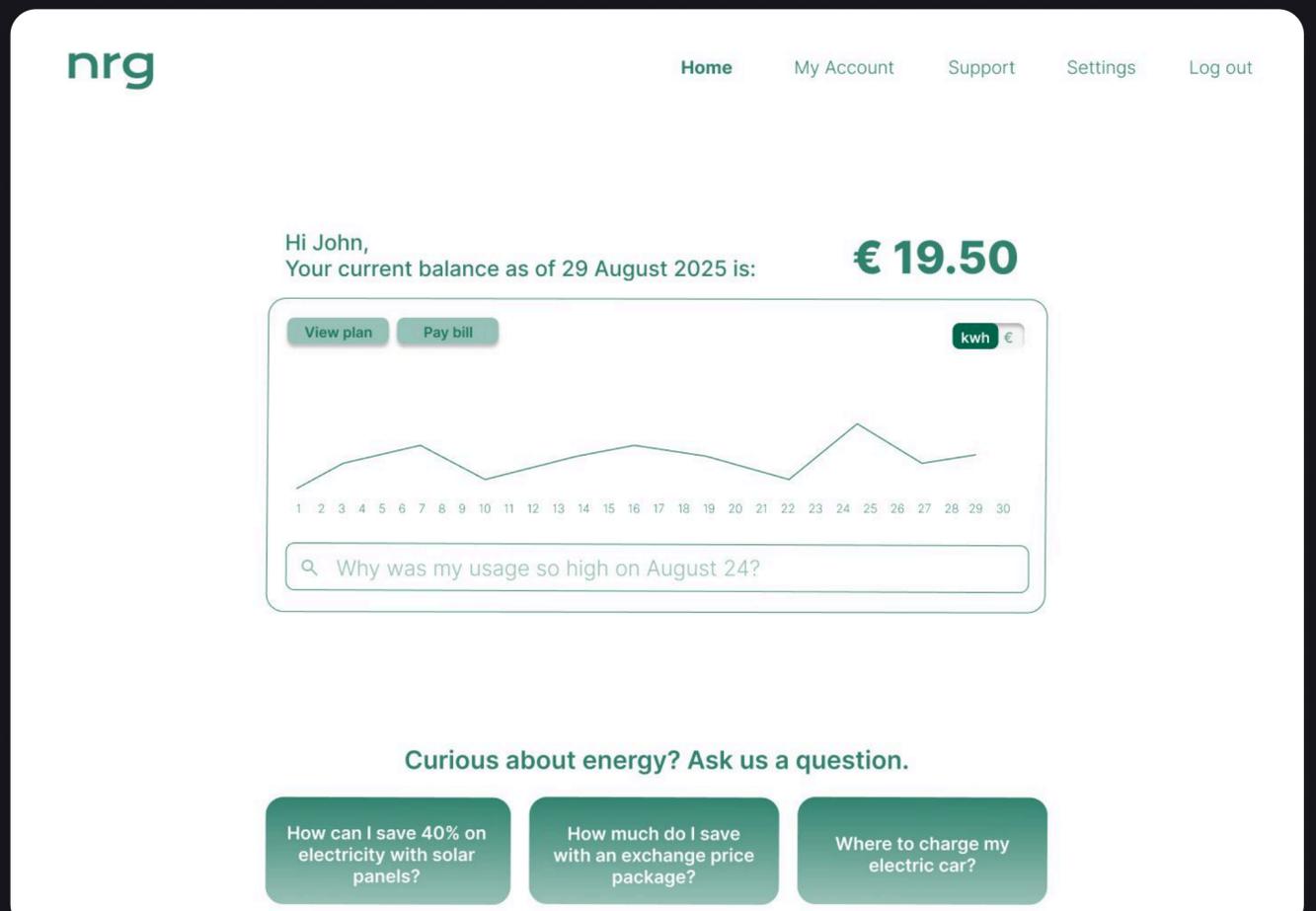
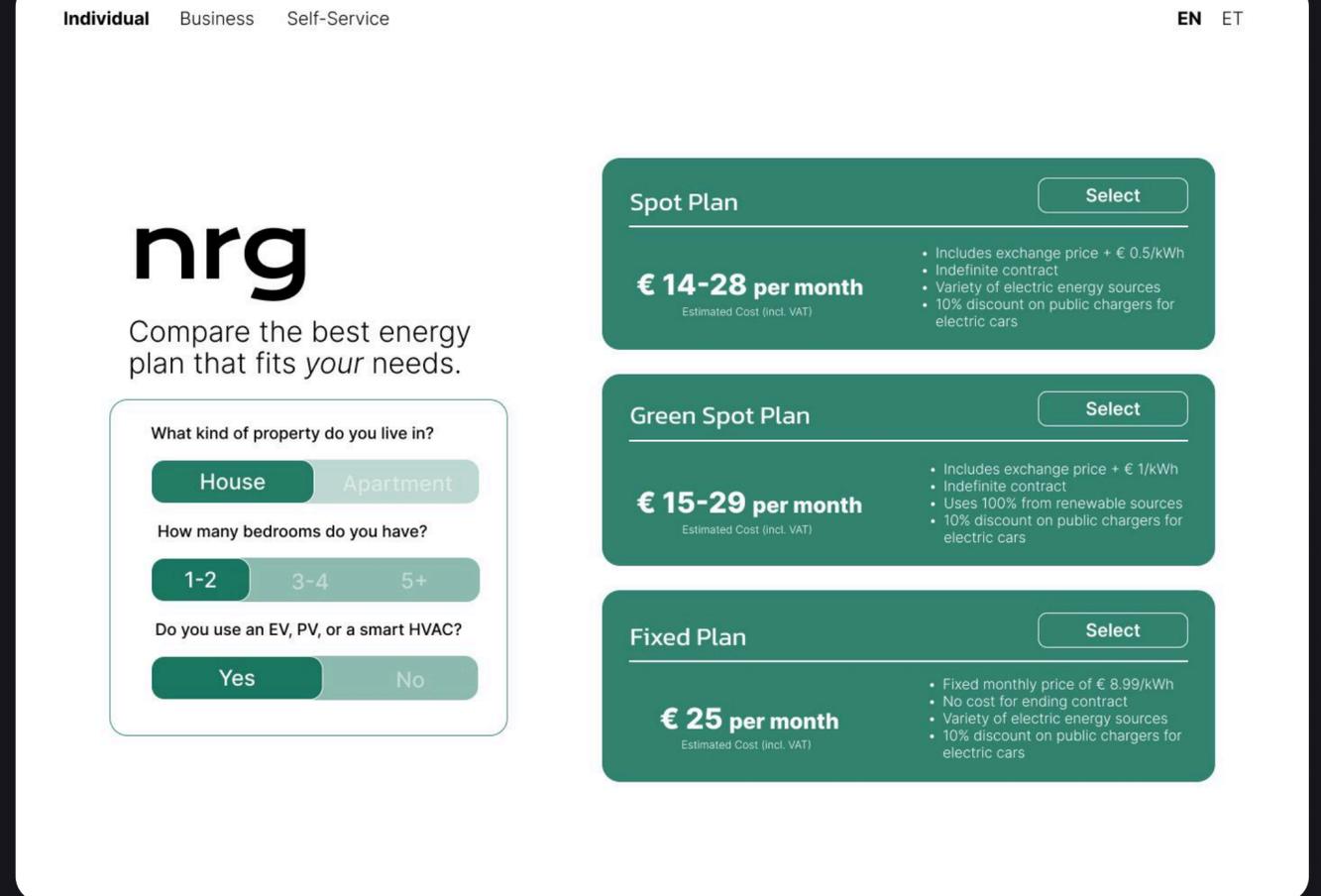


DESIGNING DIGITAL ENERGY JOURNEYS

The Outcome

We identified three friction points that were driving up support costs: asset-owner education, contract and billing issues, and unclear dashboards.

My contributions focused on two outputs - a new onboarding flow and dashboard design, centred around a clean interface, personalised plan recommendations, and AI-enabled support; and a customer segmentation model focused on energy usage behavior and perceptions towards green energy.



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Evan demonstrated exceptional professionalism, analytical depth, and creativity while contributing to our product development team. He approached every challenge with curiosity, resilience, and maturity. I am confident that his skills, mindset, and work ethic will enable him to deliver value to any team.

— OTT MARTEN LUNGE, SERVICE DESIGNER & PROJECT COORDINATOR

Creating Personalized Digital Migration Services

The client, OCMA (Office of Citizenship and Migration Affairs) is Latvia's public services agency dedicated to migration.

The project aims to optimize the experience of foreigners as they enter Latvia with the goal of reducing applicant support issues and introducing Latvia as a premier destination for foreigners to study, work, and live in.



Industry: Public Services

Role: Service Designer & Business Developer

Year: 2024

The Challenge

Latvia's migration agency (OCMA) is often the first touchpoint for foreigners entering the country.

Applicants navigate different pathways depending on nationality and purpose, which makes the process complex and often overwhelming.

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OCMA average evaluations continue to decrease in the last two years, in 2023 reaching 3.8 points on a 5-point scale.

-LATVIAN OFFICE OF CITIZENSHIP & MIGRATION AFFAIRS (OCMA), 2023 CUSTOMER OPINION SURVEY

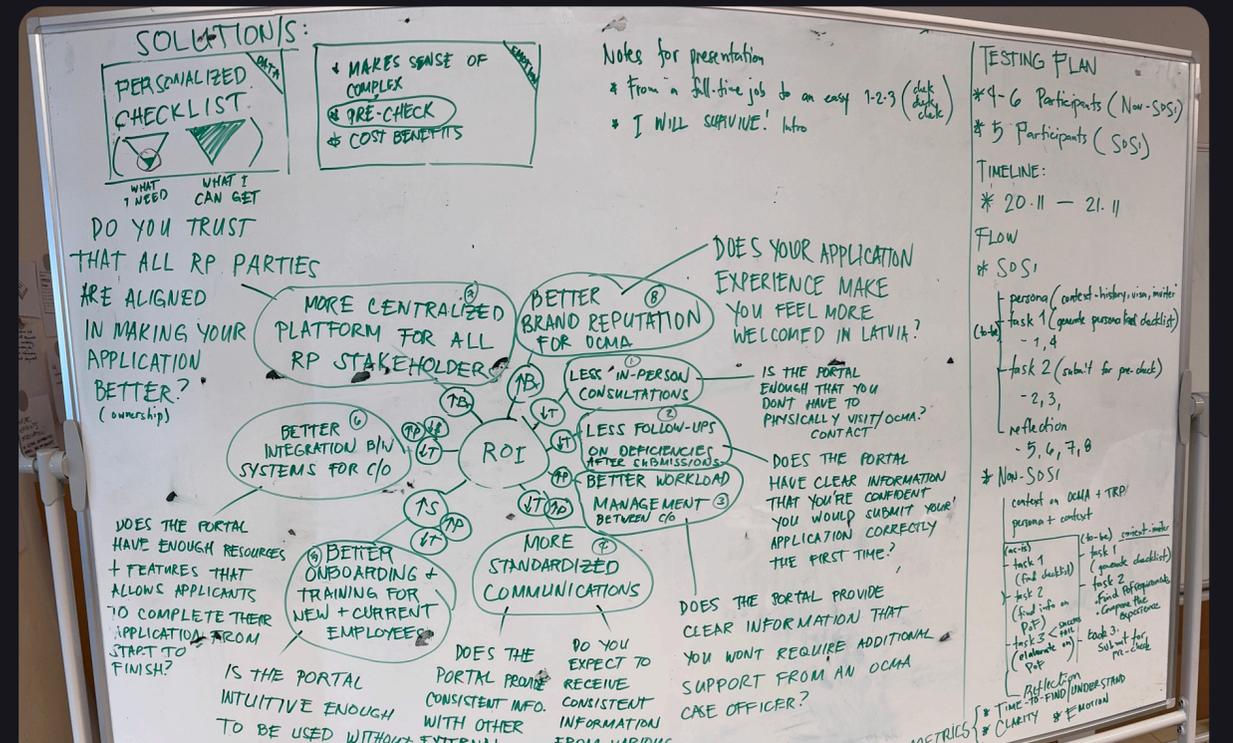
CREATING PERSONALIZED DIGITAL MIGRATION SERVICES

The Approach

Over 3.5 months, our team mapped the journeys of applicants in person, highlighted key problem phases, facilitated co-creation sessions with staff, scanned the organizational capabilities of the clients to identify the ideal technology implementation opportunities, and tested rapid prototypes with applicants.

Tools: Miro, Figma, Maze

Methods: Journey Mapping, ROI Mapping, Crazy 8 Ideation, Empathy Games, Field Observation, Interviews



CREATING PERSONALIZED DIGITAL MIGRATION SERVICES

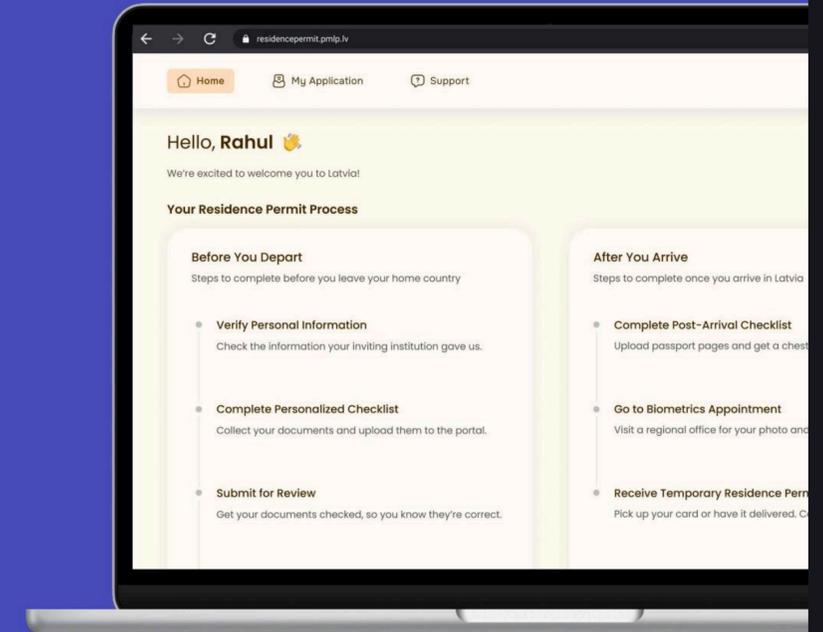
The Outcome

We built a prototype for a digital portal that simplifies the application process. It generates a personalised checklist tailored to each applicant's background, ensures requirements are ready before departure, and positions Latvia as a more approachable destination through clearer communication.

My contribution focused on solution prototyping and wireframing, stakeholder management, user research, and market analysis - ensuring that we were able to gain buy-in from the project's key stakeholders and decision-makers.

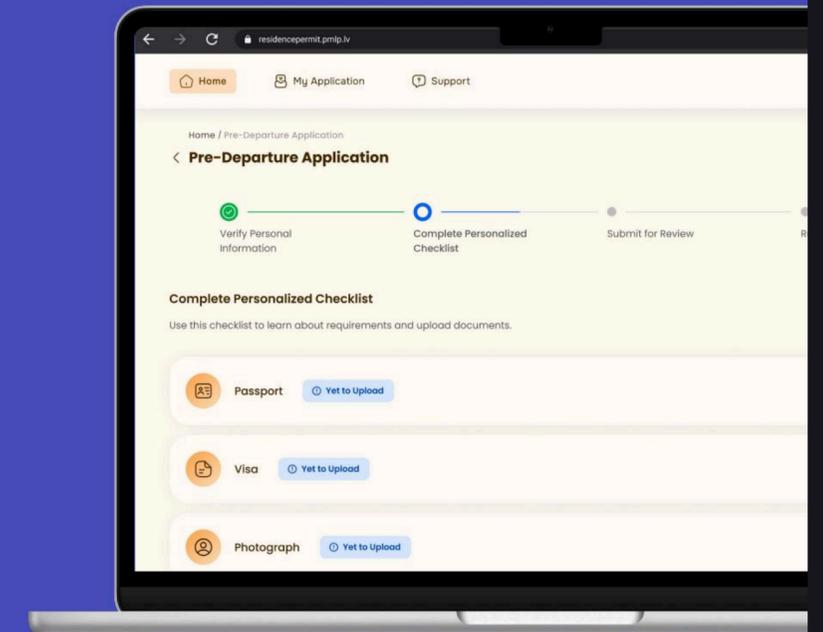
Digital application portal

Centralizes the application process, offering guidance pre-departure and post-arrival in Latvia.



Personalized checklist

Generated based on an applicant's home country, marital status, and information provided by their inviting institution.



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Their recommendations were both practical and innovative, aimed at improving user experience, information clarity, and the overall communication strategy across platforms... Their insights have already contributed to tangible improvements in our client communication efforts, and we are confident that the long-term impact of their work will be highly positive.

– MAIRA ROZE, HEAD OF THE LATVIAN OFFICE OF CITIZENSHIP & MIGRATION AFFAIRS (OCMA)

Building an AI Assistant for Home Resilience

This project is a part of the Innovation Lab program with the Service Design Strategies and Innovations. The objective of the program is to systematically develop a business venture following an iterative innovation process of design-test-repeat.

The project focused on providing homeowners with their personal AI-powered assistants to help them in renovating and preparing their homes for emerging climate risks.



Industry: Climate Tech, Risk & Resilience

Role: Service Designer & Business Developer

Year: 2024

The Challenge

Emerging climate risks are affecting communities and damaging properties all over the world. In the US alone, insurers paid out around \$ 100 billion in 2023 due to catastrophic environmental disasters such as floods, wildfires, and storms.

Our challenge was to design a tool that helps homeowners protect their properties while supporting insurers in managing risk, and to develop a business that supports the tool's scalability.

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U.S. home insurers suffered their worst underwriting loss this century in 2023, as a toxic mix of natural disasters, inflation and population growth in at-risk areas put a vital financial market under acute pressure

-REUTERS, "US HOME INSURERS SUFFER BIGGEST LOSS OF CENTURY IN 2023", JULY 30, 2024

BUILDING AN AI ASSISTANT FOR HOME RESILIENCE

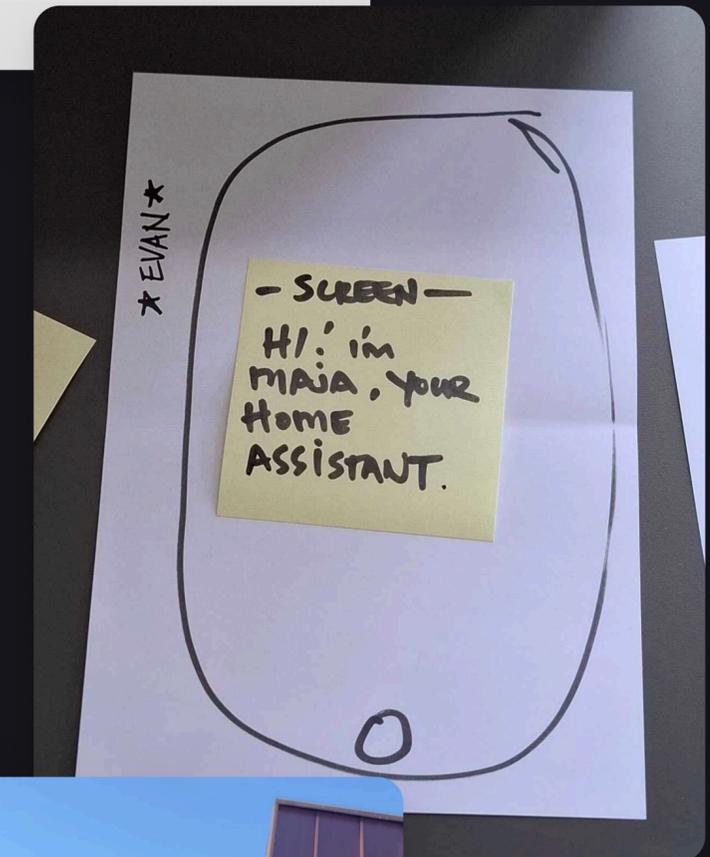
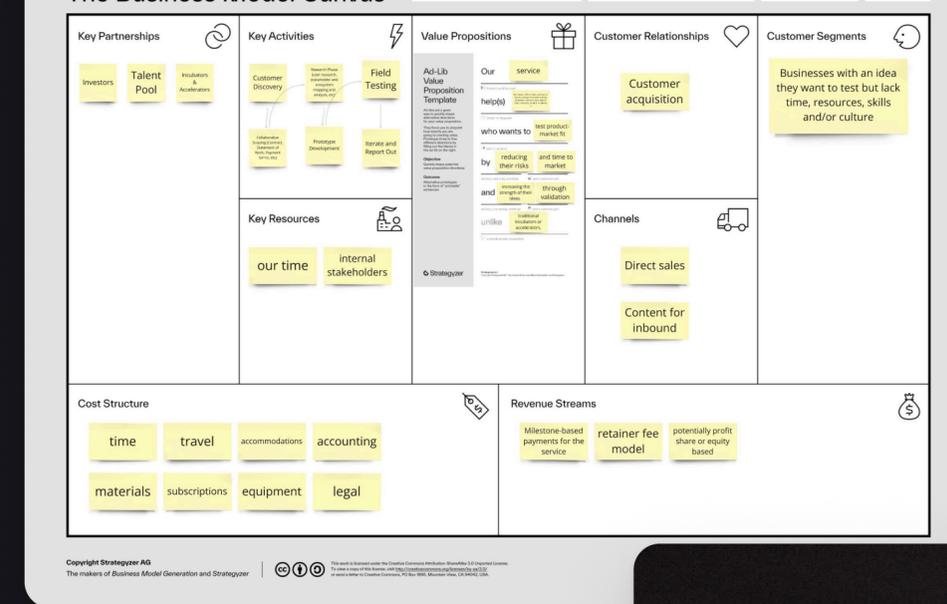
The Approach

Across 13 weeks, our team explored hundreds of ideas, narrowing them through market research, 20+ stakeholder interviews, and structured tools like the value proposition and business model canvas.

My role focused on prototyping the mobile app and building relationships with enterprise-level stakeholders, such as insurers and investors.

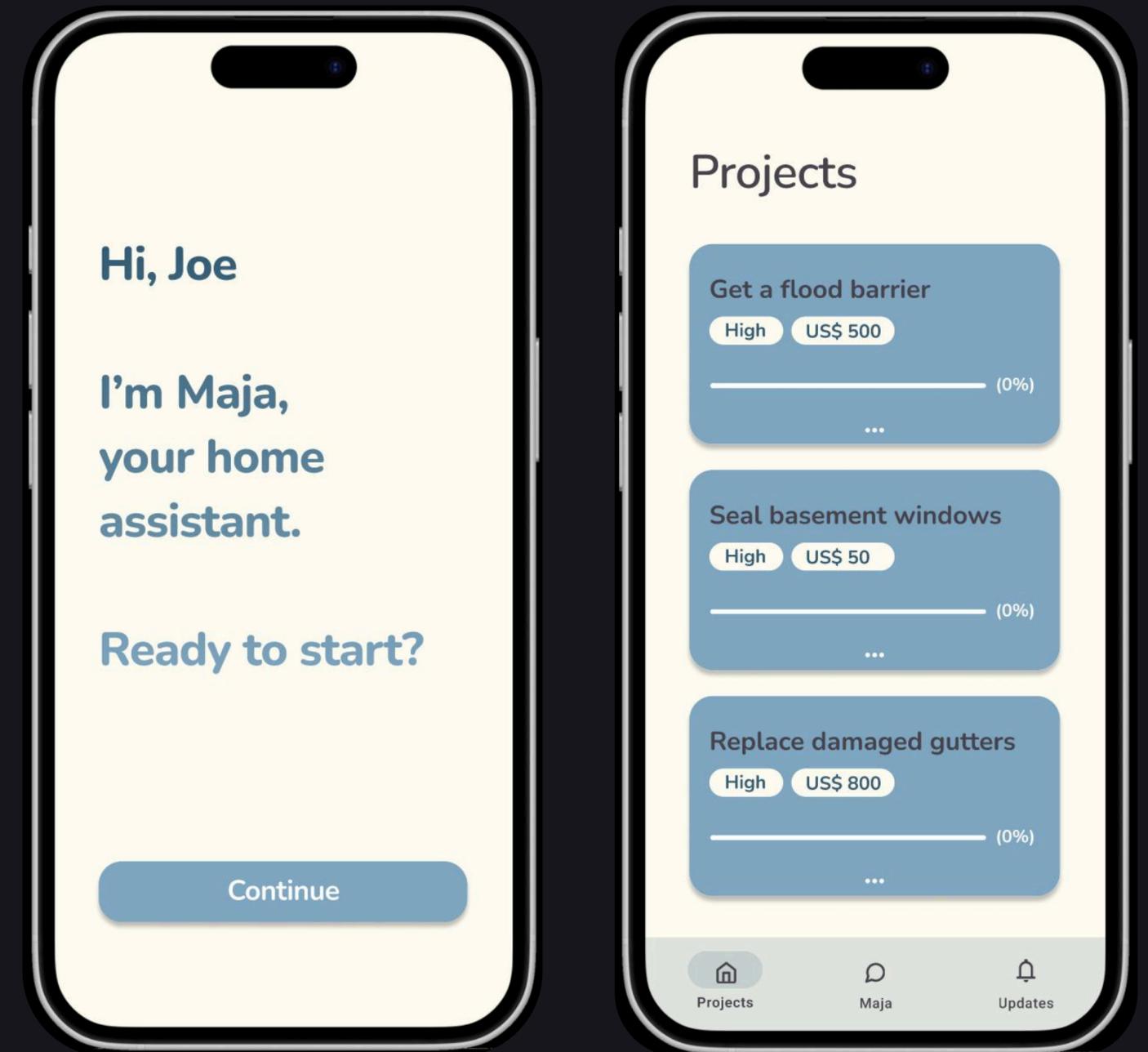
Tools: Value Proposition Canvas, Business Model Canvas, Stakeholder Maps

Methods: Paper Prototyping, Wizard-of-Oz Tests, Ecosystem Mapping



The Outcome

We developed Maja, an AI-powered assistant that helps homeowners spot risks, plan renovations, and access trusted contractors and retailers. For insurers, Maja offers a way to reduce portfolio risk while supporting a safer, more resilient housing market. For this project, my contribution focused on UI/UX design, market research and data analysis, and business development - focusing on the design, delivery, and testing of the product with users.



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Maja helped me see that my home wasn't as safe as I thought. It was really eye opening.

—UNDINE MIEZITE, HOMEOWNER & MAJA TESTER

STRATEGIC DESIGN | COMMUNICATION & PRODUCTIVITY

Building the Business Infrastructure for Better Meetings

GotIt, a communication & productivity startup based in Estonia, offers a live AI-powered meeting facilitation platform. GotIt allows users to easily access all of the information discussed in the meeting, allowing for more productive online discussions.

For this project, I supported the founder by structuring the company's positioning strategy, and building and implementing the customer development plan.



Industry: Communication & Productivity Tech

Role: Strategic Designer, Business Developer

Year: 2025

The Challenge

The team at GotIt are working on a product that uses AI to facilitate team meetings and allows for real-time transcription and conversation analysis.

The challenge for me was to identify opportunities for the product to gain early traction, modify the company's positioning strategy to be optimized for these opportunities, and to build and implement a customer development plan that targeted these opportunities.

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More than one third (35%) of business meetings are considered unproductive, with the overall annual cost to firms of unproductive meetings estimated at \$259 billion in the US and £50 billion (\$64 billion USD) in the UK.

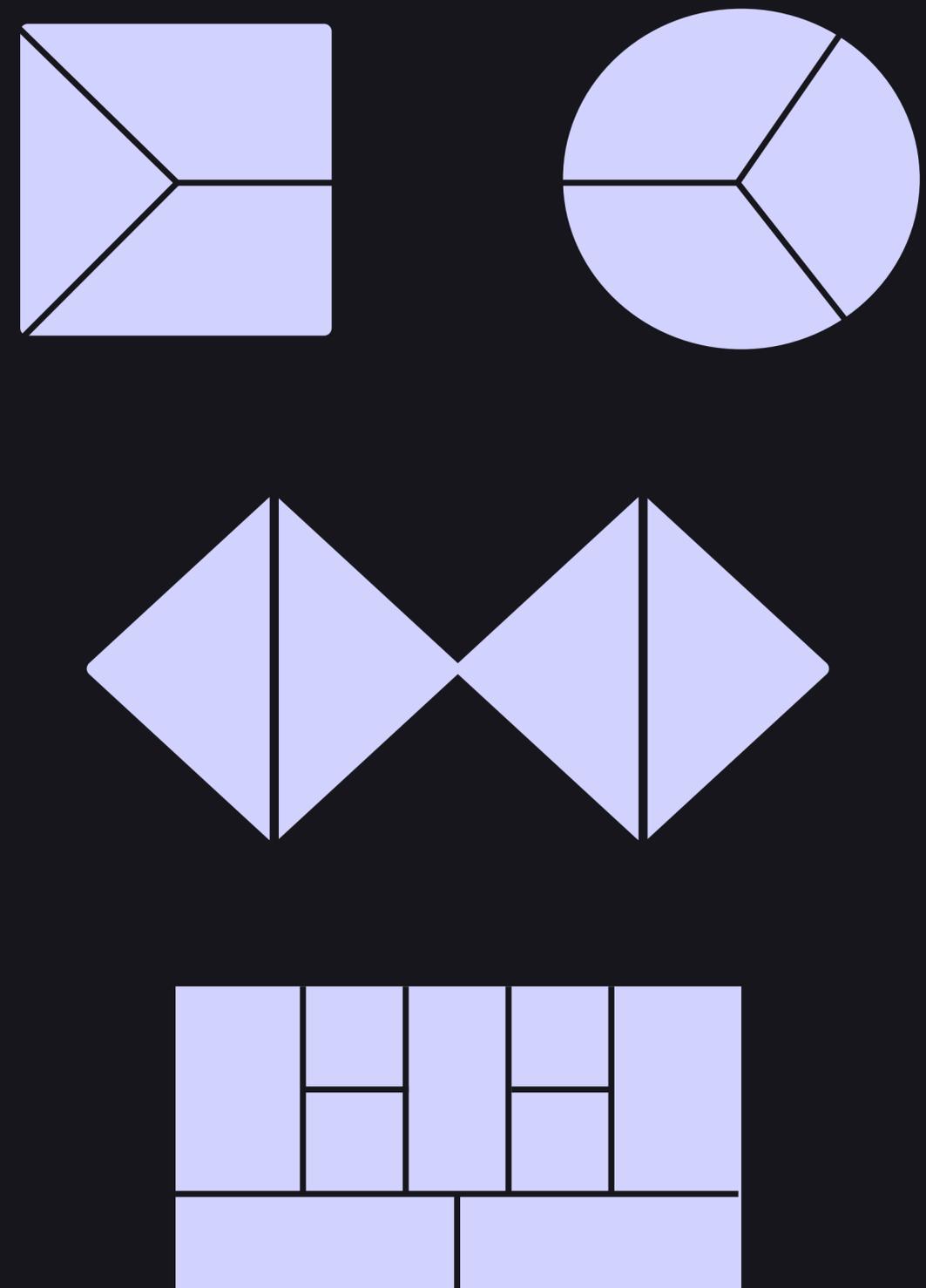
-DR DANIEL JOLLES & DR GRACE LORDAN, THE LONDON SCHOOL OF ECONOMICS

BUILDING THE BUSINESS INFRASTRUCTURE
FOR BETTER MEETINGS

The Outcome

The result of the consulting engagement led to 3 key strategy artefacts, namely the company's value proposition canvas, customer development sprint map, and business model canvas.

The value proposition canvas allows the founder to effectively communicate the value of GotIt, the business model canvas provides GotIt the structure it needs to act on the identified opportunities, and the customer development sprint map is the guide that supports the founder in commercializing the product. With these artefacts, I was able to generate three leads for potential pilot partnerships with GotIt.



BUILDING THE BUSINESS INFRASTRUCTURE
FOR BETTER MEETINGS

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It's honestly so great to work with you... ever since we started things definitely started moving. Lots of momentum... Thanks also for your professionalism.

— FELIX SCHMIDT, FOUNDER, GOTIT (NOW *RETALK.EE*)

Published Work

The Learning Curve (2021)

How are emerging technologies supporting the adoption of ESG in the maritime industry? (2022)

The Human Element: Can people analytics improve crew management? (2022)

CONTACT DETAILS

Thank you for taking the time to review my work.

If you're interested in collaborating or have an opportunity in mind, please feel free to connect with me via LinkedIn or email.



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