



THIS CERTIFICATE IS PRESENTED TO

**EMILY YUTZY**

FOR SUCCESSFULLY COMPLETING THE

**DesignThinkers Academy Customer Journey Mapping Course**

Greenville, SC

March 22, 2018

Emily successfully completed a 1-Day Customer Journey Mapping course in which they were introduced to the core principles and practices of design thinking. The design methods and tools covered included stakeholder mapping, building personas, creating customer journey maps and analysis of opportunity areas.

After completion of this course, Emily is now better equipped to use design thinking tools, approaches and strategies provided during the course to explore a customer's interaction with products and services. The skills attained in this course will allow for better customer insights and improvement of the customer's experience.

THIS COURSE WAS DESIGNED AND INSTRUCTED BY

*designthinkersacademy*

**Marc Bolick**

DesignThinkers Group  
USA

**Rose Doyle**

DesignThinkers Group  
USA