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Fabian holds an MSc in Design and a BSc in Cognitive Science, both from Linköping University. He is currently doing his PhD, in which he focuses on user involvement in the early stages of service design projects.

He has published on visualisations in service design as well as appropriations of ethnography to service design and interaction design.

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Research: With a background in strategic management and information systems, Marc is a visiting / adjunct professor at various business and design schools. He published numerous academic papers on service design and ethnography - including two best paper awards. He pursues a PhD at the University of Erlangen-Nuremberg in Germany in information systems - Innovation and Value Creation.

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