



Dr. Urvashi Dhawan-Biswal
Senior Director, Digital Design Branch
Digital Transformation Service Sector
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Urvashi is Senior Director of the Digital Design Branch at Innovation, Science and Economic Development where she is leading the design of better digital government services for Canadian business using agile and people-centered methods.

Urvashi was previously the Director of the Innovation Lab at Employment and Social Development Canada where she and her team used human-centered design and behavioural insights to develop innovative solutions to policy, program and service delivery challenges. Integrating end-user perspectives right from the outset, Urvashi's team brought together multi-disciplinary teams with stakeholders to explore problems and develop solutions. Urvashi has expertise in applying behavioural economics/nudges to inform service research, managing randomized control experiments, and leading policy research in multiple domains, as well as building and leading a digital design team to create exceptional digital experiences for Canadian businesses.

Prior to joining the Public Service in 2001, Urvashi spent several years conducting research and teaching Economics at Memorial University of Newfoundland and Labrador, as well as at Queens University. She completed her Masters and PhD in Economics from Queens University, with specialization in Public Finance, Labour and Econometrics.

The evolution of public sector innovation as a transformative force

Department of Economics
Visiting Speaker: **Dr. Urvashi Dhawan-Biswal**

March 8, 2019 3-4:30p.m Arts & Administration Bldg. Rm A1043

This event is open to the public.
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What promise does innovation offer public sector digital transformation initiatives and how is this promise being fulfilled? What are the impacts of an ever-evolving context of social, cultural and technological and, against that context, how is public sector innovation defined and approached?

In this talk, you will learn from two direct examples to introduce innovation to digital transformation from a holistic, human-centred approach. What is human centricity? Why use design-thinking and behavioral insights tools? How do you measure it? What is working and what is not? I will draw upon my personal experiences and observations as a public service innovator to share my theses and engage you in a dialogue about these aspects of public sector innovation and digital transformation.

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