

JOANNA MABON

SERVICE DESIGN

Passionate problem solver with extensive user-centred design experience

September 2023 - current: **Just Eat Takeaway, Senior Service Designer**

- **Service Design Blueprinting**; 13 initial services, workshop series with 70 SMEs, Courier, Partner and Customer user groups
- **Operating model expansion to new markets**; Germany and Poland, navigating workers councils and local laws, AI assisted, rapid blueprinting to aid market specific design decisions
- **ETA Discovery**; problem framing, assumption validation, pain point prioritisation, ideation workshops, rapid prototyping, Figma, concept testing
- **New proposition research sprint**; observational research, assumption validation
- **Sustainability discovery**; ideation workshops, hypotheses testing, informing prioritisation
- **Communications Lead** for LGBTQ+ at JET; five person team, strategy definition, managed creation and publication of videos, articles and engagement across channels

November 2021 - October 2022: **CapGemini Invent, Senior Consultant**

- **Product Design Lead**; Department for Work and Pensions (DWP) Innovation Lab, Service design, research, rapid prototyping, two direct reports
- **UX Research**; research strategy, riskiest assumptions, research missions to Job Centres across UK
- **Service Design**; end to end Service Design Blueprint, research informed co-design, DWP, Department for Education (DoE) and Cabinet Office

September 2018 - November 2021: **Deloitte Digital, Consultant**

- **UX** for Defence Alpha; Adobe DX, high fidelity prototyping, UX research, usability testing, iterative co-design with stakeholders
- **Service Design** for at home Lateral flow covid testing (Department for Health and Social Care); co-design workshops with senior stakeholders, tactical and strategic lens, backlog prioritisation, playbacks to DoE and NHS Digital, strategy, continuous improvement, research missions across UK, operations
- **UX** for Carbon calculator; ideation, prototypes with role based access, dashboards, data visualisation, usability testing
- **UX** for UK bank; prototyping, usability testing, UX copy
- **UX** for Global Healthcare Insurer; Requirement elaboration, wireframes, stakeholder management

September 2017 - February 2018:

- **Payout Consultant** for Oodle Car Finance; Loan applications, Salesforce, continuous improvement

Education

University of Bristol; *Biochemistry 2:1*