



## Profile

Senior leader delivering design-led transformation, research, and service innovation to achieve scalable social impact and public value.

📍 Essex, UK

✉ E-mail - [woodrachel@ymail.co.uk](mailto:woodrachel@ymail.co.uk) | 📱 Mobile - 07775 835381

LinkedIn - [www.linkedin.com/in/rachelannewood](http://www.linkedin.com/in/rachelannewood)

# RACHEL A. WOOD

## 💎 Top Skills

- Leadership & Mentoring
- Service & Systematic Design (HCD)
- Co-design & Design Education
- Design Research (UX/CX/UXR)
- Psychology and Behavioural Science (BeSci)

### Leadership Style:

visionary | change orientated |  
participative | ideological |

### Current Board Memberships:

[GAABS \(BeSci\) Editorial  
Board Member](#)

## Experience

### Sept 2024 to current - Head of Customer Journey (Maximus UK - Global services to Government) - Remote

- Led transformation across 53 customer journeys in a regulated public-sector environment.
- Increased service trust scores by 6.75%, reflecting greater citizen confidence.
- Established a unified customer and citizen journey roadmap and framework, aligning services with user needs and business priorities.
- Championed end-to-end service improvement, embedding ownership and continuous improvement.
- Embedded the citizen voice (VoC) through UAT, co-design, and insight-driven iteration, ensuring inclusive, compliant outcomes.
- Provided product leadership, influencing senior stakeholders to drive innovation.
- Set strategic prioritisation and assurance for product backlogs, embedding evidence-based personas and user stories to align delivery with citizen need, regulatory requirements, and organisational outcomes.

### Nov 2020 to Aug 2024 - Service Design Lead (Basildon Council - Local Government services) - Remote

- Led service design performance management through Objectives and Key Results (OKRs).
- Oversaw 33 matrixed service design teams and programmes, spanning user research, journey management, and end-to-end service transformation and change across digital, policy, and people-centred delivery.

## Professional Strengths

- Strategic organisational capability, with programme and portfolio management expertise.
- Inclusive, collaborative leader effective across complex stakeholder environments.
- Decisive under pressure, balancing priorities while maintaining delivery
- High-performance leadership in agile, and test-and-learn environments, sustaining pace and quality across programmes.
- Strong analytical, written, and presentational skills, with attention to detail and clarity.
- Evidence-led problem-solver enabling confident decisions in complex contexts
- Integrating AI responsibly.

## Education and Memberships

- [PhD Researcher - OU Design Group \(Oct 2022 - 2028\)](#)
- MSc Forensic Psychology - Coventry University
- Postgraduate Certificate in Integrated Centre Leadership - Middlesex University
- BSc in Psychology 2:1 OU
- BSc in Social Sciences with Social Policy 2:1 OU
- Graduate Member of the British Psychological Society, and Individual Certified Member of the Global Association of Applied Behavioural Scientists

- Established and governed the Council's Service Design Framework and Roadmap, ensuring consistent assurance, compliance, and continuous improvement.
- Led cross-government Service Assessments (Design), offering expert assurance and constructive challenge.

### **2015 - Oct 2020 - Service Design and Research Lead (Early Years Alliance - Strategic Partnership with Southend Council) - Hybrid**

- Produced and presented research and evaluations to drive 'test-and-learn' delivery inc. an innovative communication and language service (achieving 7% improvement in outcomes).
- Led a complex portfolio of innovative and science-based service designs.
- Initiated and led transformational theories of change and logic modelling for a £40m programme, and portfolio of projects.
- Successful execution, publication, and implementation of [Service Design](#), and Evaluation Frameworks
- Active member of the Senior Programme Team, Boards, and governance groups.

### **2014 - 2015 - Research Lead | Funding Bid Writer (Early Years Alliance - Strategic Partnership with Southend Council) On-Site**

- Led research, and funding bid writing in a small team that successfully obtained £40m for a ten-year early years' programme.
- Co-led mobilisation, implementation, and fund mapping for a complex project portfolio (inc. thirty projects).
- Led parenting and health intervention research, and service designs.

### **2004 - 2014 - Leadership and Management - various (Estuary Housing Association) On-Site**

- Led a multi-agency team and managed a £250k community development budget.
- Increased service-delivery satisfaction from 70% to 95% and increasing reach to Centre by 20%.
- Successful execution and management of successful high value bids and grant applications (inc. [commissioning of oral history publication](#)).

### **1988 - 2004 - Various roles (HM Customs and Excise - Central Government) On-Site**

Civil servant with roles including team and project management, IT service management, procurement, statistical analysis, training and facilitation, and quality management (ISO 9001)