

Rachel A. Wood | Essex, UK | Remote Work Preference

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Profile

Senior leader and mentor in design, research, and transformation with 15+ years' experience driving systemic change across health, justice, and public services. Expert in co-design, behavioural science, and delivering measurable social impact. Visionary, collaborative, and results-oriented, with a track record of turning strategy into sustainable outcomes.

Key Skills & Expertise

- Leadership & Mentoring | Service & Systemic Design (HCD) | Co-Design
- UX/CX Research & Insight | Portfolio & Programme Management
- Evidence-Based Decision Making | Agile & Lean Delivery
- Stakeholder Influence | Psychology and Behavioural Science | Strategic Transformation

Experience

Head of Customer Journey - Maximus UK (Global Services to Government - Sept 2024 - April 2026, Remote FT)

- Led a strategic transformation across 53 customer journeys in a complex, regulated public sector environment, delivering measurable improvements in operational effectiveness.
- 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.

Service Design Lead - Basildon Council (Local Government - Nov 2020 - August 2024, Remote FT)

- Delivered service design maturity, embedding Gov Service Manual standards & ISO-9241-210 compliance.
- Led 30+ cross-functional teams delivering end-to-end service transformation across digital and human services.
- Created and successfully implemented the Council's Service Design Framework and Roadmap.

Service Design & Research Lead - Early Years Alliance Strategic Partnership with Southend Council (2015 - Oct 2020, Hybrid FT)

- Led a portfolio of innovative, evidence-based service designs for a £40m programme, achieving measurable outcomes (e.g., 7% improvement in child language skills).
- Developed and implemented Service Design & Evaluation Frameworks.

Earlier Career: Leadership & Management roles - Estuary Housing Association; Higher Executive Officer - HM Customs & Excise; Research Lead - Early Years Alliance.

Education & Memberships

PhD Researcher, OU Design Group (2022 - 2028) | MSc Forensic Psychology - Coventry University | PGCert Integrated Centre Leadership (L7) - Middlesex University | BSc Psychology (2:1) - OU | BSc Social Sciences with Social Policy (2:1) - OU | Graduate Member - British Psychological Society | Certified Member - Global Association of Applied Behavioural Scientists