


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

 woodrachel@gmail.com |  +44 (0) 7775 835381

 Portfolio: robertsbrain.co.uk | LinkedIn: linkedin.com/in/rachelannewood

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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.

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## 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 | Behavioural Science | Strategic Transformation
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## Experience

### Head of Customer Journey – Maximus UK (Sept 2024 – Present, Remote)

- Led strategic transformation of a large portfolio of customer journeys across Health, Justice & Employability, improving service outcomes.
- Built a cohesive customer journey ecosystem and roadmap aligning services with user needs and business priorities.
- Embedded customer voice through a robust and rigorous customer journey framework review process.

### Service Design Lead – Basildon Council (Nov 2020 – August 2024, Remote)

- 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 – A Better Start Southend (2015 – Oct 2020, Hybrid)

- Directed 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.

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## Education & Memberships

PhD Researcher, OU Design Group (current) | MSc Forensic Psychology – Coventry University | PGCert Integrated Centre Leadership (Level 7) – 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 (GAABS) | Editorial Board Member - GAABS

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