

Eleanor Rogers

Service Designer



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Design Skills

Human-centred design methods

End to end & front to back-stage design

Agile methodology

User-research

Data synthesis: insights & themes

Workshop design & facilitation

Prototype design & implementation

Artefact creation: blueprints, personas, journey maps

Cross-Functional Skills

Scoping

Stakeholder relationships

Multi-disciplinary collaboration

Line management & coaching

Open feedback & conflict resolution

Miro, MS-Suite, G-Suite, Photoshop,

Canva, Trello, Hubspot

Education & Training

Agile Master in Public Services

Basis (Aug 24)

Making Sense of Service Design

Snook (Jan 24)

UX Design Professional Cert.

Grow with Google (Jan 24)

Lvl 2 Cert. Counselling Skills

NFCE CACHE (Jan 23)

Registered Nutritionist (RNutr)

Assoc. for Nutrition (Nov 22)

Asset-based community development

Nurture Development (Dec 21)

Distinction, MSc Human Nutrition

University of Surrey (2017)

Experience & Employment

■ Service Design Associate, London Borough of Ealing

Jan 25 - present (6 mos)

Co-production for families w/ special education needs (SEN):

- Journey mapping, archetypes & service blueprints
- Multi-disciplinary teamwork: data, partners, SEN specialists
- Co-producing workshops to align on definitions & approach

Designing a 4-year cross-department service plan:

- Desk research & synthesis of existing strategies
- Prototyping service plan with service directors

■ Consultant, Basis

Feb 24 - Jan 25 (11 mos)

Designed & implemented Family Hub model:

- Agile project management end to end
- User research through interviews and service safaris
- Data synthesis & presentation for decision-making
- Co-led impact sprint to test model at pace

Workshop design & facilitation:

- Supporting council staff to understand service opportunities

■ Self-Development & Working Holiday

Jun 23 - Jan 24 (7 mos)

- Customer service & volunteering across Canada
- Design networking, short courses

■ Service Design Consultant, Self-Employed

Feb - May 23 (4 mos)

Employee progression scheme for public health client:

- User research & synthesis: stakeholder & staff interviews
- Visually communicated analysis & recommendations
- Implemented to 103 staff and used for hiring strategy

■ Service Development Manager, BeeZee Bodies

May 21 - Sep 22 (1 yr 5 mos)

- Devised, pitched and implemented dept. with 3 managers
- Advised and wrote on bidding strategy, winning >£1mill work
- Collaborated with COO to scale >300% in 12-months

Led user-centred design across multi-channel programmes:

- Managed design-sprints, increasing reach to new areas 10%
- Created user journeys and front-to-back service blueprints

■ Nutritionist & Business Development, BeeZee Bodies

Sep 17 - Sep 22 (5 yr)

- Coached >400 families and adults to reduce BMI by av. 3%
- Agile app partnership: user testing and bug fixes
- Facilitated problem solving and conflict resolution