

JOANNA MABON

PRODUCT DESIGN

Passionate problem solver with extensive user-centred design experience

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

- **Service Design Blueprinting**; 13 services, workshop series with 70 SMEs, template used across business
- **New Service Discovery**; UX research strategy, problem framing, assumption validation, use case mapping, vision workshops, rapid prototyping, Figma, concept testing
- **New proposition research sprint**; UX research missions across London, requirement gathering, assumption validation
- **Sustainability discovery**; ideation workshops with stakeholders across business, hypotheses testing, informing prioritisation
- **Communications Lead** for JET and Proud; led five person team, strategy, short and long form content

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

- **Product Design Lead** for Department for Work and Pensions (DWP) Innovation Lab; Service design, research, rapid prototyping, two direct reports
- **UX Research** for Public Sector discovery; research strategy, riskiest assumptions, research missions to Job Centres across UK
- **Service Design** for Public Sector discovery; 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

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