Siobhan McCarthy

Service and Experience Designer

Wellington, NZ
hello@siobhan.nz
+64 27 844 7040

Education

Bachelor of Design (Hons)

Major in Visual Communication Design
Massey University, Wellington
2016

Skills

Project
— Facilitation
— Agile methodologies
— Design Thinking
— Design Sprints

Design
— Co-Design
— Human-Centred Design
— User interface
— Graphic design, print
— Information Architecture
— Design strategy
— Product design
— Wireframe + prototype

Research
— Workshop design and faciliation
— Usability testing
— User research
— User interview
— Affinity mapping

Technical
— Adobe Suite
— Figma
— Miro
— Affinity Suite
— Github
— Light HTML, CSS,

Experience

Senior Service Designer

Te Whatu Ora
Health New Zealand
Mar 2024–June 2024

A contract working with the Cervical Screening Unit supporting the development of API integrations between HNZ Screening Register and Practice Management Systems used by front line workers to enable more effective and efficient service delivery.
- Designed and facilitated 1-1 research and group workshops with front line care providers
- Updated UI design for patient data export
- Supported design practice design-ops

Senior Service Designer

New Zealand Qualifications Authority
Dec 2022–Aug 2023

A collaborative Ministry of Education and NZQA project to allow Secondary Learners to access multiple digital education services using school and personal logins via federated login technology.
- Designed and facilitated workshops for research and user testing.
- Provided coaching to support team up-skilling in workshop design and facilitation.
- Collaborated with other visual designers to convey research and advise on graphic and product design.

Service Designer

Ministry for Women
Aug 2022–Dec 2022

A project from the innovation fund to create a digital platform to support governance training as an initiative for increasing diversity on government boards. Part of a cross agency collaboration.
- Mapped ecosystem and pipeline to governance appointments.
- Primary and secondary design-led research, including qualitative research with candidates and agencies.
- Supported inter-agency project communications.
- Graphic and digital product design.

Service Designer

Digital Aotearoa Collective
Feb 2020–Dec 2022

Working in a collaborative, interdisciplinary team of independent digital and government experts. Exploring, building, and testing digital approaches to increase citizen benefits with Rules-as-Code and other tools.
- Mapped systems that impact delivery and experience of government services.
- Analysed legislation for potential digital transformation leverage points.
- Primary and secondary design-led research.
- Graphic and digital product design.

Publications

More Zeros and Ones: Digital Technology, Maintenance and Equity in Aotearoa New Zealand (2022)
Edited by Anna Pendergrast and Kelly Pendergrast
Chapter:
Don't Wait Until it Happens to You: Caring About Digital Accessibility and Inclusion

Awards

Winner: Open Source Use in Government
New Zealand Open Source Awards
For work on the Rates Rebates project I lead, as well as the Service Innovation Lab working in the open.

Digital Proposition Designer
UNDP Bangkok Regional Hub   Aug 2021–Dec 2021

Remote research and advisory contract with the Regional Innovation Centre. Collaborating with an international interdisciplinary digital team.
- Explored regional challenges and opportunities, advising on digital innovation and infrastructure development strategies and prioritisation.

Designer
Open Lab New Zealand   Feb 2020–July 2020

Supported the Senior Graphic Designer in print and digital design projects.

Service Designer
Victoria University of Wellington   Jun 2019–Dec 2019

Facilitating uptake of New Ways of Working and human-centred design methods across professional and teaching staff.
- Facilitated the adoption of New Ways of Working and human-centered design methods.
- Developed and led design-sprint workshops, focusing on internal process improvements and digital solution development.

Service Designer
NZ All of Government Service Innovation Lab (DIA)   Sep 2017–May 2019

Working on cross-agency government projects.
- Lead design and discovery projects.
- Facilitation of workshops.
- Created service blueprints of internal and external government services, and analysis of current and future states.
- Analysed legislation for potential digital transformation leverage points.
- Collaborated with international governments on proof of concept projects to explore Rules As Code.
- Development and design of pilot interfaces and services.
- Developed pilot interfaces and services, receiving an award for Open Source in Government.

Service Designer
Ministry for Primary Industries   Dec 2016–Sep 2017

Working primarily across food related operations at the Ministry.
- Facilitated workshops with stakeholders from government and industry.
- Tested and developed plan language and accessible regulations and advice in collaboration with subject matter experts.
- Involved in graphic and product design to improve user experience.