

SKILLS SUMMARY

PLANNING & RUNNING

Quantitative research | Qualitative Research | Design Sprints | Workshops | Usability Testing | A/B Tests | Longitudinal Studies

CREATING

Experience Maps | Service Blueprints | Prototypes | Customer Journey Maps | Personas | User Stories | Jobs To Be Done | Analogous Research | Research Reports | Digital Services

USING

Illustrator | Figma | Sketch | Slack | LucidChart | Azure DevOps | Microsoft Office | Mural | Miro | UserTesting.com | Jira | Azure | Survey Monkey | Typeform | Dovetail | Lookback.io

EXPERIENCE

Leading service design on multidisciplinary teams | Working with technical, creative and strategy teams in an agile environment | Working with users to co-create solutions that support their strategic vision | Designing services to the GDS service standard and guiding projects through GDS service assessments | Working with complex and fragmented technology landscapes and disjointed data

EXPERIENCE

CBDT & IDM INSIGHTS & EXPERIENCE OFFICER | SHELL | OCTOBER 2022 - MAY 2024 (CONTRACT)

I spearheaded service design for two flagship programs—B2B Customer Back Digital Transformation (CBDT) and Integrated Deal Making (IDM)—overseeing teams of 10+ professionals and managing a budget exceeding £1 million. My work centered on crafting seamless end-to-end user journeys by aligning use cases, integrating CRM systems, and fostering collaboration across complex business processes. Collaborating with diverse stakeholders, I delivered solutions that addressed critical business needs while aligning with the broader technology landscape. I developed scalable frameworks for service design and design systems, ensuring consistency and efficiency across multifaceted programs. Partnering with senior leadership, I shaped strategic direction, strengthened supplier relationships, and nurtured team growth, achieving high-impact outcomes. A key achievement was earning the Silver Award for “Best Digital Transformation” globally at the International Customer Experience Awards (iCXA 2023).

SENIOR SERVICE DESIGNER & UX RESEARCHER | DEPARTMENT FOR BUSINESS, ENERGY & INDUSTRIAL STRATEGY | SEPTEMBER 2020 - APRIL 2022 (CONTRACT)

I led service design on 2 full cycle projects, and then lead user research on 3 internal projects across BEIS. Managing a small UCD team, I worked with external users, civil servants, product managers and developers, to design a service that passed all of our GDS assessments. In addition, I championed inclusive sampling within the team to ensure that we conducted user research and created services that considered users from different backgrounds and accessibility needs.

SENIOR USER RESEARCHER & SERVICE DESIGNER | DEPARTMENT FOR EDUCATION | MAY 2020 - JULY 2020 (CONTRACT)

I led service design and UX research for an emergency COVID-19 response project, collaborating with users, researchers, and stakeholders to rapidly prototype and test a new service. Using an agile approach, we compressed months of research and delivery into weeks while ensuring alignment with GDS standards and mitigating risks.

SENIOR SERVICE DESIGNER | NUCLEUS DIGITAL

DEC 2019 - MAR 2020 (CONTRACT)

I led service design for a global pharmaceutical company and collaborated with international user researchers and translators from across Europe. The project focused on redesigning an internal hub to enable people within the organisation to search and find specialist information they needed quickly and easily.

SENIOR USER RESEARCHER & SERVICE DESIGNER | WUNDERMAN THOMPSON |

MAR 2019 - DEC 2019

I led user research and service design within the customer experience team on specific accounts alongside the brand and marketing strategy, creative and data science teams. I oversaw the delivery of the research and service design and on projects, I was responsible for:

- Leading full cycle user research projects including strategy and vision workshops, road-mapping, scoping, ideation and testing.
- Conducting UX research and setting direction for junior and mid-level service designers.
- Translating research findings into digestible artefacts (i.e. personas, user stories, etc.) that provide direction for concept and product development.
- Building end-to-end journeys using experiences mapping and service blueprinting.
- Facilitating ideation workshops and working with creatives/creative technologists to produce innovative prototypes that solve user needs and complement the brand vision.
- Working with the brand and marketing strategy team on trend analysis (i.e. AR, VR, 5G, Personalisation etc.) and conducting analogous research to understand how we could bring technology or processes from other industries into our solution.
- Working with behavioural economists and the data science teams on adoption strategy and customer retention client briefs.
- Maintaining client relationships and aligning on brand strategy to create user-driven services that supported their goals.

Key Projects: EE | BT | Parodontax | Polident | GSK | Rolex | HSBC | Wunderman Internal Briefs

SENIOR USER RESEARCHER & SERVICE DESIGNER | RAINMAKER |

AUG 2016 - MAR 2019

I led user research and service design for discovery and alpha projects, partnering with stakeholders to define service visions, map current and future states, and align strategies with user and business needs. Delivered end-to-end service design, including ideation, prototyping, testing, and actionable insights that informed scalable, user-centered solutions. Key responsibilities included:

- Conducting in-depth user research (surveys, interviews, field studies, and usability testing) to uncover pain points, needs, and opportunities.
- Designing service blueprints, customer journeys, and personas to align insights with service delivery and business goals.
- Collaborating with Designers, Product Managers, and Engineers to co-create user-centric solutions that integrated seamlessly into complex service ecosystems.
- Advocating for evidence-based decision-making and presenting research findings in compelling ways to stakeholders.
- Ensuring compliance with GDS standards and successfully guiding projects through GDS service assessments.
- Co-leading the internal service design community, fostering design thinking, and building frameworks to enhance capability across teams.

Key Projects: Lane, Clark & Peacock, Croydon Council, Food Standards Agency, The Planning Inspectorate, Ministry of Housing Communities and Local Government, TMF Group, OFSTED, European Bank of Reconstruction & Development, Hackney Council, Institute for Apprenticeships, High Speed 2.

DISTRIBUTION PLANNER | PROCTER & GAMBLE | OCT 2015 - APR 2016

I coordinated downstream distribution of luxury fragrances to Asian warehouses. Analysed distribution data to brief SMO teams on long/short term risks and mitigation strategies. I also implemented schedule changes to improve transit timings and solve procedural issues.

INNOVATION RESEARCHER | NORTHUMBRIA UNIVERSITY | SEP 2014 - DEC 2015

Worked as an Innovation Researcher in a multidisciplinary team. As part of my role, I:

- Planned and conducted user research in a multidisciplinary team.
- Translated research into clear insights and fed into marketing strategy, concept development and mocked up prototypes and tested it with users.
- Created presentations for key client meetings.

Key Projects: Unilever | Northumbrian Water | Asian Business Connexions | Tribe Bikes | Be Modern | Newcastle City Council | Northumbria University

EDUCATION

- **MSc in Multidisciplinary Innovation | Northumbria University | 2014–2015**
- **BA in Business Management and Sociology | University of Sheffield | 2011–2014**
- **A-Levels in Art & Design, Economics, and Psychology | Haileybury College | 2006–2011**

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