



I use design and its insightful tools and methodologies to help people tackling social issues to see these problems differently, think about them differently, and respond to them in a more user-focused way.

I am a professional and passionate Service Designer, working predominantly with charities and voluntary organisations to help them use design to improve their service offers, and transform their organisational culture.

I enjoy working with people, and am adept at fostering and building relationships that help to produce better outcomes. My excellent inter-personal skills enable me to gain the confidence and valuable input of all stakeholders, including those in vulnerable groups, for a truly participatory approach. My extensive experience includes designing workshops, cultural probes, storyboards, personas, scenarios and user-journey mapping, to research, produce, and communicate sound service innovations.

Experience

Age UK Newcastle

Lead Service Designer, Project Manager

September 2009 - September 2011

Designed and conducted numerous research studies, involving workshops, semi-structured interviews, and observational activities, which led to many successful service innovations that had considerable impact on the staff and user experience at the charity. It furnished me with extensive experience of conducting first hand research with vulnerable people, as well as eliciting information from busy staff and stakeholders. Successfully equipped the charity with the knowledge and expertise required to develop coherent and leading-edge services that their customers value. I also actively advocated and taught aspects of Service Design to colleagues from a broad range of different disciplines.

Mind

Senior Service Design Consultant

March 2013 - Present

Supported the development of a project to embed Service Design processes in the Mind network. As part of this, I communicated the value of service design approach to various stakeholders through a business case report and a series of design workshops. Assisted in the creation of an expression of interest for Local Minds, as well as preparing a tender, shortlisting and selecting a service design contractor. I continue to act as a member of the steering group for this project.

Tyneside Mind

Lead Service Designer

April 2012 - June 2012

Supported the expansion of existing mental health services into a new geographical area. Designed and conducted multiple workshops with potential service users to gain rich understanding of the issues affecting access to mental health services. Worked with staff to develop a new personalised approach to service user's support, which formed a successful application to BIG Lottery Reaching Communities for a grant of £425,000.

Seven Stories National Centre for Children's Books

Lead Service Designer

February 2013 - April 2013

Managed a co-design project to explore how the customer experience could be improved to better meet their charitable aims. Worked with staff to gain rich understanding of user experience, including the barriers to becoming a repeat customer. Used insights to co-design and prototype nine concepts to improve the customer's experience, which resulted in an increase in income equating to £52,500 per year.

Quality of Life Partnership

Senior Service Design Consultant

September 2011 - Present

Providing Service Design expertise to support the charity's core aims to address inequalities in older people's care, support and information. Working alongside staff to develop and produce project plans, research tools, communication and strategy, to help ensure the organisation remains innovative and user-focused.

Northumbria University

Associate Lecturer

June 2013 - Present

Teaching Service Design theory and skills to undergraduate and postgraduate students on the Design for Industry and Multidisciplinary Design Innovation courses at Northumbria University.

Key Publications

Warwick, L., Young, R. and M. Lievesley. (2012). A Third Way for the Third Sector: Generating a framework to recognise the impact(s) of the co-design of service innovation in third sector organisations using a critical design research cycle. In Proceedings of *Leading Innovation through Design, DMI 2012*.

Warwick, L. (2011) *Designing Better Services Together*, Newcastle: School of Design, Northumbria University.

Bailey, M. and **Warwick, L.** (2010) 'Driving Lessons in Service Design', *Touchpoint* (2), p50-2

Bailey, M. and **Warwick, L.** (2011) 'Leading by example: affecting organisational change in a Third Sector organisation', *Touchpoint* (3), p42-4

Awards

KTP Knowledge Base Impact Award (2013)

Winner

Knowledge Transfer Partnership of the Year (2012)

Nominated

MEX Mobile User Experience Awards (2009)

Shortlisted

Education

Northumbria University

PhD in Design (pending): The value of a design for service approach to develop public services in the Voluntary Community Sector
2011 - present

Chartered Management Institute

Level 5 Diploma in Management

2011

Northumbria University

MA Design Professional Practice (Distinction)

2010 – 2011

Northumbria University

Design for Industry (1st Class with full honours)

2005 – 2009
