

Siobhan McCarthy



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What is the most important thing in the world? It is people, it is people, it is people.

My personal and professional interests revolve around people. What makes us tick? Why do we do the things that we do? How can we understand people, their lives, and behaviours to get the best outcome for them, and for ourselves?

I am a trained visual and service designer. My background in visual design works as a great tool for more successful communication and creation of outputs. Skills in brand identity help me to be always looking at the bigger picture, who audiences are, and how they are being communicated to.

These skills help me decipher complex problems and present them in clear and simple ways, which is a vital part of the work I have done in government – an environment that requires navigating relationships and communicating work at all levels, from users of services, coal face administrators of services, through to senior leadership.

Education

Bachelor of Design (Hons),
Major in Visual Communication Design
Massey University, Wellington
2013 – 2016

Diploma in Jewellery Design
Whitireia New Zealand, Porirua 2012

Skills and attributes

- User centred and process focus
- Skilled in facilitation
- Versed in service design/experience design methodologies
- Interest in emergent practice
- Practiced in agile methodologies
- Proficient in use of the Adobe Suite

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.

Experience

Service Designer
Victoria University of Wellington
June 2019–Present

Service Designer
NZ All of Government Service Innovation Lab
September 2017–May 2019

Senior Tutor
Massey University
July 2018–October 2018

Service Designer
Ministry for Primary Industries
December 2016–September 2017

Graphic Design Intern
Insight Creative
October–November 2016

Junior Designer
Open Lab New Zealand
July 2016–December 2016

—Visual design

—Service design

—Strategy