

# Siobhan McCarthy



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siobhan.nz

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–December 2019

**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