

Senior Service Designer

A Senior Service Designer with 8+ years helping organisations navigate complexity – using UX, service design and AI to deliver products and services that work for people and achieve business outcomes.

I bring a strategic mindset to every problem, build trust across disciplines, and help organisations make confident, evidence-based decisions.

I've worked across government, health, education, justice and innovation in New Zealand – from a digital agency to transformation programmes – now based in London.

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Skills

Research & strategy

- Define problems & needs
- User research
- Roadmaps & prioritisation
- Value propositions
- Business analysis
- Storytelling & visual design

Experience design

- User groups & personas
- Service blueprints
- Journey maps
- Systems thinking
- Participatory design
- Prototyping
- User testing

UX/UI design

- Wireframing
- Design systems
- Accessibility (WCAG, inclusive design)
- AI and low-code (Claude, Figma, Salesforce, Appian)

Collaboration

- Workshop facilitation
- Agile delivery
- Presentation and report documentation
- Stakeholder management
- Capability building
- Relationship building

Work

Independent Contractor

2023 – Present

Operating as a design contractor across complex large-scale transformation programmes and private start-ups. Working across government, health, education, justice and innovation – leading UX research, strategy and design.

Ministry for Children Oranga Tamariki

Government agency responsible for care and safety of young people

Senior Service Designer
Contract
2025 – 2026

Led service design in a fast-paced legislation and service implementation programme to improve safety for young people in care.

- Delivered outcomes with significant autonomy as the sole Service Designer in a small multidisciplinary team, managing scope, timelines and cross-functional delivery in a high-pressure environment.
- Kept complex user needs central throughout delivery by establishing clear project foundations – including design principles and current state research.
- Unblocked delivery at critical programme milestones by producing compelling, evidence-based artefacts that influenced senior leadership decisions.
- Accelerated prototyping by integrating AI tools into the design process.
- Provided a clear roadmap for delivery through discovery artefacts, holistic journey maps, synthesised insights and tested prototypes.
- Strengthened team capability in field research, prototyping and testing through mentoring and hands-on upskilling.

Firearms Safety Authority Te Tari Pūreke

Government agency responsible for firearms safety and regulation

Senior Service Designer
Contract
2023 – 2025

Led research, service design and UX/UI design for a large-scale transformation programme designing internal and external-facing services for 228,000+ licence holders.

- Increased application processing times by 30% by improving key pain points in guidance and forms.
- Enabled accessible, people-centred service design across the team by defining design principles and co-designing blueprints and prototypes with licence holders, staff and subject matter experts.
- Informed senior leaders, licence holder forums and ministers through nationwide research including in-person and online sessions with staff and licence holders.
- Increased delivery speed and product consistency by shaping the design foundations for an improved national digital registry, including a design system for low-code software.
- Influenced system-level decisions by communicating research findings and recommendations to senior leaders.
- Strengthened the Community of Practice by sharing frameworks and tools across the wider design team.

New Zealand Police

Government agency responsible for public safety in New Zealand

Senior Service Designer
Contract
2023

Led service design in a complex, large-scale transformation programme to improve tools and support for victims and frontline Police.

- Influenced strategic decisions and streamlined processes across the organisation through journey maps, service blueprints and senior leadership presentations.
- Aligned senior leadership around a shared programme vision by defining and communicating current state and ideal future state.
- Increased design project uptake across the business by running organisation wide presentations that built understanding of service design and its benefits.
- Enabled scalable, repeatable delivery in dynamic agile environments by establishing templates and frameworks that strengthened the Community of Practice.

Springload

A digital agency that provides research, strategy and design services to start-ups, private and public sectors

Senior Experience Designer
2018 – 2023

Delivered research and design projects across health, education, finance and innovation – working with organisations including Te Papa Museum, the Climate Change Commission, and Callaghan Innovation to solve complex problems through people-centred design.

Tahatū | Career navigator

Led service and UX/UI design in an agile team to deliver a \$20 million website and database redesign helping young New Zealanders navigate their careers.

- Grounded a two-year product delivery timeline in a clear strategic vision by synthesising existing research, defining user needs and rapidly iterating low-fidelity prototypes tested early with end users.
- Maintained alignment across five parallel workstreams by coordinating a team of 10+ UX designers, content designers and researchers, serving as lead UX designer for the two key product features.
- Kept product delivery on track by building trust with senior stakeholders to unblock critical decisions.
- Accelerated delivery and improved consistency by building a Figma wireframe kit and design system aligned to brand and accessibility standards.

MyACC | Manage recovery online

Led product design in an agile team to research, define, design and test new features for a self-service tool for people managing injury recovery.

- Ensured all feature decisions were grounded in evidence by clearly articulating user and business outcomes for each new feature through research.
- Improved product quality by rapidly iterating and testing new design features with end users throughout delivery.
- Maintained product consistency by growing the design system in close collaboration with product developers.
- Secured a successful large business case for a new B2B product by conducting 1:1 interviews, surveys, and creating user flows, wireframes and a proof of concept.

Internal practice

- Raised design standards across the business by leading the development of an internal Code of Ethics adopted by 20+ experience designers and researchers.
- Generated revenue and built client relationships by running paid workshops on human-centred design including prototyping and journey mapping.
- Advanced research practice by giving talks on research ethics and safety.
- Contributed to design education by tutoring and marking honours projects for two leading New Zealand design universities.
- Strengthened team capability by mentoring members in experience design tools and methods.

Education

Massey University

Bachelor of Design with
First Class Honours