

Jodie Parry

Senior UX & Service Designer

jodie2199@hotmail.co.uk
0489 220 637
www.jodieparry.com

5+ years of experience working across complex digital products and services in healthcare, government, education and startup environments.

Senior Interaction & Service Designer IBM Jan 2026 - June 2026

Worked within the agile, cross-functional Notifications and Messaging team for the NHS App, supporting a service used by over 39 million users with a 60% notification opt-in rate.

- Delivered a new document viewing functionality, supporting the NHS's transition away from paper communications through discovery research, prototyping, usability testing and accessibility testing with the RNIB.
- Led an 8-week discovery into notification preferences, facilitating stakeholder workshops, mapping user and technical journeys, identifying supplier and integration constraints, and conducting online and in-person user research.
- Owned the design backlog for the team, synthesising 500+ research insights dating back to 2020 into themes, pain points and prioritised opportunities to inform delivery planning.
- Prototyped future messaging concepts for the App's transition from web to native, vibe coding in SwiftUI to rapidly generate and test ideas with users.

UX/UI Designer GoStudent Dec 2023 - Feb 2024

Worked within the Tutor Retention team to improve customer support experiences.

- Managed the restructure of internal and external help centres, improving information architecture and content discoverability for approximately 23,000 tutors.
- Redesigned a mobile-first landing page for the CRO team, increasing the likelihood of users booking a trial session by 40% during A/B testing.
- Maintained the design system and created master screens in collaboration with product managers and engineers.

UX/UI Designer MillionLabs Jan 2023 - June 2023

Supported early-stage startups in transforming ideas into investor-ready digital products.

- Designed high-fidelity web and mobile screens in Figma
- Collaborated with founders to define requirements and shape product direction.

UX/UI Designer Freelancer April 2022 - Dec 2023

- Redesigned an education platform for Inclusion Labs, introducing analytics features and a scalable design system.
- Conducted user research and analytics reviews for SMEs to identify user needs and growth opportunities.

Design Intern IBM Sept 2020- Sept 2021

- Designed a COVID-19 patient management system for NHS Test and Trace, which went live nationally and achieved a 93% preference rate among NHS call agents.
- Created service design patterns and an interactive Figma playbook for Scottish Government digital forms, improving consistency and adoption across teams.

Education

Master in UX Psychology

Universita Cattolica Sacro Cuore /
Politecnico di Milano
Scholarship recipient

2023-2024

BSc User Centred Design

Loughborough University
Graduated top of class (75%)

2018-2022

Skills

- Behavioural UX
- System & user journey mapping
- Usability testing & analytics
- Accessibility testing (WCAG, screen readers)
- Discovery & early-stage research
- Prototyping (HTML & SwiftUI)
- Cross-functional collaboration
- Agile delivery
- Workshop facilitation
- Software: Figma, Mural, WordPress, Webflow, Adobe Suite

Work rights

Australian Working Holiday Visa (Subclass 417) — unrestricted work rights for up to 6 months per employer. Open to contracts up to 6 months and sponsored roles in Sydney.