ADJOA HAGAN

UX and Service Designer

🏠 Essex

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🌐 https://www.adjoahagan.com

EDUCATION

2023 - 2024

MA UX Design and Service Design
Loughborough University

Modules in: Service Design, Behaviour Change, Inclusive Design, Research Methods

Grade: Merit

2018 - 2021

BSc Biomedical Sciences
University of Sheffield

Modules in: Forensic Anatomy, Neuroscience, Physiology and Pharmacology

Grade: 2.1

SKILLS

Figma

Adobe Creative Suite

Visual Presentation

Prototyping

User Research

Journey Mapping

Service Blueprinting

Stakeholder Mapping

Positive and **self-motivated** UX and Service Designer with a strong foundation in **user-centered design**, developed through academic achievements and hands-on experience. Transitioning from account management, I bring exceptional **customer relationship** and **stakeholder management skills**, coupled with a passion for creating meaningful, user-focused solutions. Adept at conducting **user research**, **prototyping**, and **usability evaluations** to drive impactful end-to-end service improvements.

WORK EXPERIENCE

Sept 2023 - Oct 2024

MA UX Design and Service Design

- Designed a holistic wellbeing service aimed at reducing NHS wait times for mental health patients
- Conducted extensive **stakeholder engagement** using a **Service Safari**, involving NHS doctors, alternative medicine specialists, and patients to validate initial assumptions
- Generated **Service Blueprints** and **Business Case** to understand constraints and to visualise front and backend processes
- Ensured language and visual elements met **accessibility guidelines**

Jun 2024 - Aug 2024

UX Designer - internship

- Liaised with developers, product and project managers to **define project success metrics**
- Conducted in-person **stakeholder workshops** and **user interviews** to identify key product pain points
- Analysed **qualitative data** to generate meaningful insights fon existing B2B dashboards
- Designed key **front and back-end processes**
- Collaborated with developers and internal teams to **prototype** and **iterate** on new dashboard features keeping in mind business goals

Feb 2023 - Oct 2023

Account Executive

- Proactively **managed 500+ venue partners** throughout the 360 sales cycle
- **Maintained feedback loops** with product teams, highlighting **user pain points** to ensure a frictionless experience for couples
- Exceeded upsell targets to increase Monthly Recurring Revenue (MRR)