

Mary-Jane Carter

SENIOR SERVICE DESIGNER

PROFILE

Strategic and people-focused Senior Service Designer with over 10 years of experience spanning commercial, customer experience, and agile service environments. Expert at leading end-to-end service design across complex programmes, translating user and business needs into streamlined, high-impact services. Proven track record of designing future-state journeys, delivering cross-functional workshops, and shaping service ecosystems that span teams, systems, and channels. A strong advocate for human-centred design, co-creation, and service simplification, ensuring that solutions are not only viable and efficient, but also intuitive, inclusive, and customer-first.

EXPERIENCE



07827960780



Maryjane.carter@hotmail.com



Leeds



mjcarter-portfolio.com

SENIOR SERVICE DESIGNER

Centrica – Hive & NetZero

2022– Present

- Led service design activities for high-impact strategic programmes across Hive, contributing to multiple new product and service launches.
- Mapped current and future-state experiences through service blueprints, personas, and journey maps to uncover pain points and inform opportunities.
- Applied human-centred design methodologies across discovery, definition, development, and delivery stages..
- Conducted mixed-method user research to uncover needs, validate assumptions, and iterate designs.
- Defined and monitored success metrics for services and experiences, feeding insights into pilot design.
- Partnered with data and insight teams to triangulate qualitative findings with quantitative data.
- Enabled informed decision-making and strategic prioritisation through the synthesis of user insights, market trends, and operational constraints.
- Facilitated stakeholder alignment through co-creation workshops, service walk-throughs, and playback sessions.

SKILLS

Service Design
Human-Centred Design
Research & Testing (Qual + Quant)
Data Synthesis & Insight-Led Decision Making
Service Blueprints & Journey Mapping
Workshop Design & Facilitation
Stakeholder Management & Influence
Strategic Prioritisation & Road mapping
Business Analysis & Process Mapping
Change Readiness & Adoption Support
Co-Creation & Cross-Functional Collaboration
Agile & Lean Ways of Working
Mentoring & Capability Building
Figma (Design Software)
Miro / FigJam (Collaboration Tools)

EDUCATION

LEEDS METROPOLITAN UNIVERSITY

BSc Communication Sciences – 2:2
2008 – 2011

REFLECT BSL

British Sign Language – NVQ Level 2
2017

- Worked cross-functionally with Product Designers, Product Owners, Engineers, Operations, and Commercial teams to deliver joined-up, viable service solutions.
- Drove end-to-end service consistency across digital and physical touchpoints, ensuring solutions were desirable for users and practical for delivery teams.
- Supported change and adoption activities to embed new services within operations.

KEY ACHIEVEMENTS:

- **Hive Installer Club** – Introducing a brand new service, app and reward scheme for our 3rd party installers.
- **Hive Solar & Battery** - Launching a new eco-tech product to market with partner referral journey, app, support and energy tariff journeys.
- **Hive x Virgin Money partnership** - Partnership product alongside Virgin money's new retrofit boost mortgage. Combining two companies' complex journeys into one.

CX & SERVICE DESIGNER

Centrica – British Gas Services

2021 – 2022

- Led service design in agile, cross-functional journey teams to improve and simplify services across insurance and retention.
- Mapped current and designed future-state services to identify friction points and guide product and ops improvements.
- Conducted user research and facilitated workshops to surface insights and co-create solutions across teams.
- Worked closely with Product Owners and journey Managers to prioritise work and align service strategy to business goals.

KEY ACHIEVEMENTS:

- Managed a key service design work-stream during the launch of a transformation project to replace SAP with a new service stack. Led a multifunctional team (service designer, process designer, business analyst). Worked closely with the Product owners and the migration manager to prioritise backlogs and influence the strategic direction of the program. Responsible for the resourcing of the work-stream and the design outcomes.
- Delivered FCA Renewals Project by designing compliant, multi-channel journeys across the customer lifecycle.

MENTORING

Prince's Trust Mentoring | 2022

Participated in the "Get Started" programme supporting young people interested in Health & Social Care careers.

BUSINESS AND PROCESS DESIGN

Centrica – British Gas Energy

2017 – 2021

- Identified process failures and inefficiencies affecting customer experience and operational performance.
- Conducted impact assessments to understand downstream effects across journeys, systems, and internal teams.
- Designed new end-to-end, human-centric processes using automation, technology, and simplified operations.
- Authored and documented detailed functional and non-functional requirements for development and delivery teams.
- Created detailed process maps and service flows to support business transformation and stakeholder alignment.
- Collaborated with cross-functional teams, including Ops, Tech, and CX, to ensure designs were feasible and aligned to strategic goals.
- Supported testing, training, and implementation phases to ensure smooth transition and stakeholder readiness.

KEY ACHIEVEMENTS:

- Digital transformation project – Moving home
- Operational transformation project – Customer resolutions
- Launch of new Customer Journey Team – Energy Join

SMART METERING OPERATIONS

Centrica – British Gas Energy

2011 – 2017

- Part of a small operational team rolling out the start of smart meters in the UK
- Testing and trials.
- Working closely with engineers to resolve connectivity issues, analyse and implement training improve to ways of working.
- Managed several processes such as change of supply, to ensure metering information was correct for smart meter customers.