



# Syed Raza

**Lead Service Designer - Service Transformation  
Consultant - UX Consultant**

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 www.syedux.com

## SERVICE DESIGN

- *Service Blueprinting*
- *Stakeholder engagement & management*
- *User Journey mapping*
- *GDS guidelines & service standards*
- *GDS Assessments*
- *Co-Design workshops*
- *Process Flows*
- *ServiceNow*
- *ITIL 3 & 4 framework*
- *Storyboarding*
- *Business model canvas*
- *Empathy mapping*
- *Design documentations*
- *Data Visual Artefacts*
- *Agile methodologies*

## PROFILE

I am a Lead Service Designer with more than fifteen years of experience shaping end-to-end services across UK Government, finance, telecoms and enterprise environments. I specialise in defining service problems, mapping complex ecosystems, and aligning policy, operations and digital delivery to create measurable improvements for users and organisations. My approach is rooted in the GOV.UK Service Standard, strong research led insight, systems thinking and clear facilitation across multi disciplinary teams. I have led multiple Discovery, Alpha and Beta phases, produced future state service models, and contributed directly to successful GDS service assessments. I bring a confident leadership style, the ability to influence senior stakeholders and a structured approach to designing services that work at scale.

## WORK EXPERIENCE

### LEAD SERVICE DESIGNER

Coforge, UK - May 2025 - Sep 2025

Led and guided the Service Design workstreams for large UK government projects and in flight programmes. Focused on aligning services to the GOV.UK Service Standard and grounding design decisions in real user needs and operational realities.

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## USER RESEARCH

- User Research planning
- Discussion guides
- UR methodologies  
(Usability testing, 1:1 interviews, surveys, focus group, ethnographic research, etc.)
- Research reporting
- UR Artefacts
- Data Synthesis
- Full Design lifecycle
- Writing user needs

## DELIVERY & COLLAB

- Agile mindset
- Multidisciplinary team
- Jira & Confluence
- Sprint reporting
- Productivity workshops
- Service & Product roadmaps

- Defined service problems, mapped the As-Is experience and shaped early concepts for future-state services.
- Facilitated workshops with policy, operations and delivery teams to create blueprints, journeys and hypotheses for Discovery and Alpha.
- Supported UCD teams by setting structure, reviewing artefacts and ensuring clarity of service direction.
- Ensured all outputs aligned to GDS expectations, providing leadership on design quality and evidence-based decision-making.

## LEAD PRODUCT & SERVICE DESIGNER

LSEG (London Stock Exchange Group), UK - Dec 2024 - Mar 2025

Led the design of the end-to-end global account verification service, covering processes, user journeys, risk workflows and operational touchpoints.

- Produced service blueprints and workflow maps to align product, risk and finance teams.
- Facilitated co-design sessions to identify friction across the service ecosystem and shape improved flows.
- Defined cross-channel touchpoints and supported engineering teams with detailed service requirements.
- Ensured design decisions were validated through prototyping and stakeholder playback.

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## UX TOOLS

- Miro, Mural, Figjam & Lucid
- Rapid Prototyping
- No Code / Less Code Platforms (Wordpress, Framer, Wix & Shopify)
- Figma
- Sketch
- Axure RP
- Heroku APP
- Adobe XD
- Adobe illustrator
- Userzoom
- Ustesting.com
- UXPressia

## CERTIFICATIONS

- Certified Scrum Alliance Product Owner



## SENIOR UX CONSULTANT (SERVICE DESIGN LED)

HMRC, UK - Sep 2024 - Nov 2024

The Digitisation of ISA project focuses on transforming the Individual Savings Account (ISA) management process by implementing advanced digital solutions.

- Mapped the ISA service ecosystem and identified major service and operational pain points.
- Shaped hypotheses and outlined future state flows to inform Alpha planning.
- Translated research insights into service recommendations grounded in user needs and data accuracy requirements.
- Worked with service teams and policy to tighten the service direction for future phases.

## LEAD SERVICE DESIGNER

DWP (SMP), UK - Mar 2023 - Jul 2024

A senior role leading the service design for one of DWP's major modernisation programmes. Responsible for unifying fragmented journeys and preparing the service for a successful GDS Alpha assessment.

- Developed comprehensive As-Is and Future-State service blueprints across multiple teams and operational units.
- Worked with researchers, policy and operational leads to define problem statements and measurable service outcomes.
- Provided direction to UCD teams, ensuring coherence across research, design, content and development.
- Aligned cross-departmental journeys into a consistent, scalable service model.

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Transformation Consultant - UX  
Consultant

## ADDITIONAL SKILLS

- Google analytics
- Wordpress development
- Video editing
- Workflow automation
- Podcast production
- Data visualisation

## INTERESTS

- Reading
- Writing
- Swimming
- Combat Sports
- Badminton
- Personal Development
- Mindfulness
- Meditation
- Travelling

## REFERENCES

- References Provided Upon  
Request

### LEAD SERVICE & UX CONSULTANT

DCMS, UK. - Dec 2022 - Mar 2023

Delivered research that directly informed departmental service strategy, mapping service pain points, personas and capability gaps. Facilitated workshops to align teams on shared service problems and future opportunities.

### SERVICE DESIGN LEAD

BEIS, UK. - Aug 2022 - Dec 2022

Led Alpha service design activities including service blueprint creation, ideation workshops, future-state models and validation through UR. Supported Alpha, Private Beta and Public Beta phases, contributing to successful GDS assessments.

### SENIOR SERVICE DESIGNER

BT Global, UK - Aug 2021 - Dec 2021

Mapped complex enterprise service journeys and co-designed improved service processes with product, ops and engineering teams.

### SERVICE DESIGN CONSULTANT

DFE, UK - Nov 2020 - Apr 2021

Created end-to-end service blueprints, working with delivery teams to redesign service entry points and operational processes.

### OTHER RELEVANT ROLES

Senior UX & Product Designer - DELL (Ireland)

Senior User Researcher - Cabinet Office

Senior UX Consultant - Met Office

UX & Product Designer - HSBC Bank

UX / UI Designer - Ulster Bank

UI Designer - Irish Pharmaceutical Organisation