



SHAUNA CARYSFORTH

HUMAN CENTERED STRATEGIST

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LinkedIn

A conscientious problem solver. I am empathetic and creative with an invaluable passion for unearthing the 'why', when there is a decision to be made, or the opportunity for innovation.

My curiosity for people and their motivations means I am a strong advocate for the humans behind the process. Aligning user needs with market understanding, and internal strategy, empowers me to create clear direction through complex decision making.

With 10 years of strategic design experience across a range of industries, I thrive in taking the hypothetical or overwhelming and making it clear, evidence-based, and insightfully tangible.

EDUCATION

BA (Hons)
IN DESIGN THINKING
The University of Salford
2010 – 2013

TRAINING

MANAGEMENT &
LEADERSHIP TRAINING
Irrational Coaching
May 2019

PRESENTATION &
STORYTELLING
The Ivy Way, 2019

EXPERIENCE

STRATEGIC INSIGHT CONSULTANT



Director at [Carysforth Consulting Ltd](#)

I recently made the bold decision to go out on my own, supporting clients to plan better for future products in a more customer centric way. Empowering them in better decision making and specialist skill support on a project basis.

- Workshop facilitation
- User Research
- Insight Visualisation & Stakeholder Management
- Product Strategy

DEC 2022 - PRESENT

HEAD OF CUSTOMER INSIGHT



Learnd is a disruptive BMS startup helping to shape a more sustainable future. I was responsible for reinforcing the VOC throughout the business, educating technical & operational teams and translating evidence of those customer problems into solutions.

- Executed an internal energy services review to align customer needs, with internal capabilities and validate future products. Formulating evidence convincing the C-suite to alter their timings and approach of the strategic vision for the business.
- Appeared in multiple external comms to build brand trust on complex topics, as an effective and confident communicator I represented Learnd as a leader for change in the industry.

DEC 2020 - OCT 2022

HEAD OF CUSTOMER INSIGHT & CULTURE



MAR – DEC 2020

Within a year I was promoted to the leadership team at Texecom. Adopting the management of the People Services Team and tasked with reimagining outdated processes, to create positive change for both customers and our employees problems into solutions.

- Chaired and overhauled the Product Review Board to promote collaboration and mediate high level stakeholders when resolving issues and future planning.
- Led our Crisis Management Task Force during the pandemic, working strategically to research, advise and enforce decisions in a high-pressure environment to full compliance.
- Shaped and implemented a companywide Mental Health Strategy convincing and articulating the business benefit to the board, resulting in an overall employee satisfaction improvement.

DESIGN & INNOVATION STRATEGIST



APRIL 2018 – MAR 2020

Unconstrained by traditional boundaries, the Innovation Garage's purpose was to provide radical growth opportunities via the introduction of new digital business models. My role was to identify and investigate new markets along with their problems and opportunities, to clearly communicate insight and drive direction for the rest of the business.

- Compiled a report on the rental market and our potential to infiltrate it with a digital offering. Mapping competitors, trends, personas, and journeys expertly formulated into a potential product roadmap. Due to persuasive and inspiring storytelling the project was set to receive additional group level funding for further product development.
- Contributed to the wider Halma Innovation Team, motivating, and guiding other businesses in digital growth, coordinating Design Thinking training and coaching Halma Future Leaders.

SERVICE DESIGNER



JAN 2016 – APRIL 2018

My skills were utilised in major projects for companies such as Adidas, Brother, Deutsche Bank and Superdrug.

- Collate and qualified content to co-produce and validate a framework, before educating Adidas Originals on the motivations of their most valuable user group.

PROJECT MANAGER



JUNE 2013 – DEC 2015

Straight out of university I was brought on as a Project Executive quickly moving my way up to Project Manager within a year.

- Directed, produced, and proofread seasonal marketing updates for Stagecoach, taking full ownership of the account, managing stakeholders, suppliers and budget.

VOLUNTEERING

MENTAL HEALTH
WORKSHOP FACILITATOR
Healthy Minds – Time Out
Dec 2022

MENTAL HEALTH
FIRST AIDER
MHFA England
Jan 2019

OVERSEAS BUILDING SUPPORT
*Rebuilding essential dwellings for
vulnerable children*
Nepal 2016 / Uganda 2018