

# JOE WOODEN

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## KEY SKILLS

- Extensive experience in a large local government organisation, delivering digital services to a diverse community.
- Deep understanding of user experience research and design best practices.
- Proven ability to collaborate effectively across teams, with experience both leading and contributing to successful project delivery.
- Proficient in Figma, Umbraco (Content Management System), Miro, Google Analytics, MS Office, and WordPress.
- Experienced in Agile workways and in adhering to WAG2.2 and GDPR guidelines.
- Proficient in German.
- Highly motivated, with a proven ability to manage multiple projects and meet tight deadlines.
- Exceptional written and verbal communication skills.

## EDUCATION

**Henley Business School (University of Reading) - Master of Science in Digital and Technology Solutions (Merit)** **2023 - 2025**

- Completed as part of an apprenticeship at Redbridge Council, learning to apply digital strategies and frameworks to address real-world organisational challenges.
- Cultivated expertise in digital strategy, IT innovation, Agile methodologies, and data analytics, complemented by learnings around AI-driven technologies.
- **Dissertation:** Investigated content design challenges of a local authority website, identifying inefficiencies, accessibility issues, and operational impacts, and developed actionable recommendations for its transformation (merit).

**University of Sheffield - Bachelor of Arts in German and Politics, including year abroad at the University of Freiburg (2:1)** **2017 - 2021**

- Developed a strong foundation in political theory, international relations, and comparative politics.
- Achieved proficiency in German.
- Strengthened cross-cultural communication, adaptability, and independent study skills through living and studying abroad.

- **Dissertation:** Conducted extensive original interviews and independent research on asylum seeker dispersal accommodation in the UK, analysing its effects on social integration and the effectiveness of related policies.

**Fortismere Secondary School and Sixth Form, London, UK**

**2010 - 2017**

- **A Levels:** Government and Politics (A), History (B), German (B)
- **GCSEs:** 1 A\* and 10 As

## EXPERIENCE

**User Experience Support Officer at London Borough of Redbridge Council, London, UK**

**2022 - 2025**

- Supported improvements to user experience across council digital services, ensuring online processes were accessible, intuitive, and responsive to resident needs.
- Conducted user research to identify pain points and opportunities across key service areas.
- Collaborated with service teams, developers, and designers to support effective project delivery.
- Applied WCAG 2.2 accessibility standards to ensure inclusive digital services.
- Analysed website performance and user behaviour using Google Analytics.
- Evaluated and improved user journeys across multiple departmental systems.
- Tested new digital features and service prototypes to inform iteration and improvement.
- Worked within Agile delivery frameworks.
- Learned from leading content design experts (Content Design London) to understand how to design and implement content at scale within a large organisation.
- Carried out business-as-usual activities, including web approvals using the Umbraco backend system and conducting project governance.
- Benchmarked digital services against other councils to identify best practice and opportunities for improvement.
- Gained experience handling data in line with GDPR standards.

**Research and Communications Officer at Social Founder Network, London, UK**

**March - October 2022**

- Worked within a not-for-profit organisation supporting, connecting, and promoting founders of charitable organisations (social founders).
- Conducted interviews with social founders and authored blog content highlighting their work and impact.
- Built and maintained relationships with clients and media contacts.
- Planned and delivered events to facilitate collaboration among social founders, managing promotion, logistics, and coordination.

- Researched local community needs and produced a comprehensive needs assessment report.
- Identified funding opportunities and prepared grant and funding applications.
- Managed and created content for organisational social media platforms.
- Completed ad-hoc administrative and operational tasks as required.

**Teacher Assistant at Berlin Brandenburg International School, Berlin, Germany**

**August – December 2021**

- Worked full-time as a Teaching Assistant for a Grade 2 class (ages 7–8) at an international school.
- Supported classroom instruction alongside lead teachers, assisting students with learning tasks and managing classroom behaviour.
- Provided targeted one-to-one and small-group support outside the classroom, with a focus on students requiring additional academic assistance.
- Built strong collaborative relationships with class teachers, offering practical support to reduce workload and enhance classroom effectiveness.
- Undertook wider school responsibilities, contributing to smooth daily operations and maintaining a safe, positive, and productive learning environment.

**Volunteer at Refugee Community Kitchen, Calais, France**

**February – March 2020 and October 2022**

- Worked in the kitchen and served refugees food in refugee camps.
- Dealt with extreme pressure as COVID-19 set in and other charities closed. Worked over 14-hour days, constantly collaborating to find new ways to improve efficiency.

**Team Leader at NNLS Drop-in Centre for Destitute Asylum Seekers, London, UK**

**2016 - 2020**

- Led a volunteer team responsible for coordinating clients requesting consultations with medical and legal professionals.
- Maintained positive team dynamics while providing sensitive support to vulnerable clients affected by trauma related to their home countries.
- Supervised and engaged groups of children in recreational and sports activities.

**ADDITIONAL INFORMATION**

- Dual Austrian and British citizenship