

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