

# Claudia Knowles

## CURRENT EXPERIENCE

### Freelance Service Design Advisor

SEPTEMBER 2022 - PRESENT

### University of Westminster — Researcher on [HI-COVE](#)

NOVEMBER 2022 - PRESENT

- Supporting the qualitative analysis of a NIHR-funded study exploring the experience of Arab, Asian and Black people living with Long Covid. The findings will support service commissioning within the NHS.

## PAST EXPERIENCE

### London Borough of Hackney — Service Designer, Change Support Team

OCTOBER 2020 - AUGUST 2022

- Leading the design and management of a new, more holistic and preventative approach to frontline work - [Link Work](#) - based on 12 Core Competencies of frontline work that include reflective practice, cultural awareness and being trauma-informed. The approach was [evaluated by IIPP at UCL](#) as an example of strengthening social care, and Islington Council is now adopting the model.
- Managing multiple Link Work teams of frontline staff, including the Homes for Ukraine team, providing ongoing training and supervision and supporting them to engage with partners across the health and voluntary sectors.
- Leading the service design of Better Conversations, a digital referral tool for frontline staff in Hackney that enabled referrals to the community sector and broadened the support available to residents.
- Supporting leaders across departments (Children's and Adult's Social Care, Housing Needs, CCG) to run human-centred design processes to develop their services.

Projects I ran included:

- A data-informed approach to rough sleeping outreach, leading a pan-London campaign to improve the CHAIN database.
- Codeveloping a trauma-informed training programme with cross-sector frontline staff.
- Leading a technical team to develop a CRM to help staff manage the Covid response, including food parcel deliveries and Test & Trace.

### Imperial College Health Partners (NHS)— Innovation Advisor

OCTOBER 2019 - OCTOBER 2020

A change management agency within the NHS that supports the North West London Sustainable Transformation Partnership. My role involved:

- Establishing ICHP's protocols and procedures for meaningful involvement of experts by experience to bring lived experience to NHS change projects.
- Developing and delivering the Rough Sleeping and Mental Health Programme (RAMHP) across 16 London boroughs, funded by the GLA. This involved supporting a Codesign Advisory Group of experts by experience and coordinating the development of specialist mental health teams in four London Mental Health Trusts.
- Leading the service design of a tool to support diabetes service commissioning.

## AWARDS

Digital Leader's Public Sector Project of the Year (Link Work, Hackney Council)

CharityComms Inspiring Communicator Award (while at Breast Cancer Now)

Big Lottery award for Health (for the Becca app at Breast Cancer Now)

## ADDITIONAL EXPERIENCE

**Black Women Rising** — Volunteer editor for the charity's annual breast cancer magazine. 2020

**Financial Times** — Freelance Journalist

APRIL 2015 - JAN 2019

**Institute of Art & Ideas** — Research & Communications Executive

JAN - JULY 2016

**Tiger Nest Films** — Assistant Producer on a documentary, REFUGEE

AUG 2015 - JAN 2016

## **Breast Cancer Now — UX Manager, Digital Content Strategist & Digital Editor (three roles over three years)**

AUGUST 2016 - SEPTEMBER 2019

- Line-managing a team of three content experts and supporting them to be human-centred design leads within our multidisciplinary Digital Product team.
- Codesigning digital support tools for people with breast cancer, including a psychosocial support app [Becca](#).
- Setting up a network of breast cancer bloggers as champions for new service development and testing, with whom I developed an online resource of shared experiences through a [blog](#) and [podcast](#).

### **VOLUNTARY WORK**

## **Bridge Cancer — Founder**

JANUARY 2021 - PRESENT

- [Bridge Cancer](#) was formed out of the reflective journal for women with breast cancer, codeveloped during my Healthcare & Design MSc.
- Supported by Future Dreams charity, I run in-person and online workshops for women who have recently finished hospital-based treatment for primary breast cancer, based on activities from the journal.

## **St Christopher's Hospice — Peer Learning Facilitator**

DECEMBER 2022 - PRESENT

- Facilitating group support for bereaved families and carers.

## **The Listening Place — Listening & Supervising Volunteer**

JANUARY 2022 - PRESENT

- Supporting people who feel suicidal face-to-face through active listening and providing a judgement-free space to talk about suicide.

### **EDUCATION**

## **University of Westminster — Psychology MSc**

SEPTEMBER 2022 - PRESENT

## **Imperial College London — Healthcare & Design MSc (Grade: 72)**

SEPTEMBER 2018 - NOVEMBER 2020

The MSc, run with the Royal College of Art, applied Design Thinking to solving complex issues in healthcare. My dissertation used qualitative phenomenological and emancipatory research methods to explore the experiences of women post-hospital treatment for primary breast cancer, and to codesign a self-reflection support journal. The journal allows women to understand the psychological adjustment process after a diagnosis and incorporates art therapy-based activities to make creative forms of self-expression more accessible. The journals have been adopted by Breast Cancer Now within their Moving Forward support groups and are used in my group sessions with Future Dreams charity.

## **University of Bristol — Philosophy BA (Grade: 68)**

SEPTEMBER 2011 - JULY 2014

### **INTERESTS & SKILLS**

Languages: French

Psychology for Social Change

Trying any new activity thrown at me, from pottery to kite surfing!

### **ADDITIONAL EDUCATION**

## **Institute of Group Analysis — Foundation Course**

SEPTEMBER 2021 - JULY 2022

## **Institute of Psychoanalysis — Psychoanalysis Foundation Course**

SEPTEMBER 2018 - JULY 2019

## **Tavistock & Portman — Introduction to Psychoanalysis**

SEPTEMBER 2017 - JULY 2018