

# JODI MEADOWS

## SOCIAL INNOVATOR

www.jodimeadowsdesign.com

### PERSONAL SUMMARY

For the last decade, I've been actively engaged in the New Zealand design and social innovation sectors, contributing to projects with meaningful impact. I thrive on collaborating with others and leading teams to develop and implement user-centered design strategies. Co-design methodologies are at the heart of my approach, and I'm committed to ensuring that my work reflects indigenous perspectives and is guided by Te Tiriti. I'm energized by the challenge of creating inclusive design solutions that build a better future for our communities.

### ACADEMIC BACKGROUND

#### Victoria University Wellington

MASTERS | FEB 2013 - FEB 2015

Masters in Design Innovation specializing in Culture + Context

- Awarded Masters with Merit endorsement
- Researched into how Design pedagogy and methodologies and Pacific indigenous theories could combine to inform an approach to creative practice in Aotearoa, New Zealand

#### Victoria University Wellington

BACHELOR OF DESIGN INNOVATION | JUNE 2009 - JUNE 2012

Majoring in Culture+ Context minoring in Industrial Design & Pacific Studies

- Awarded Academic Excellence from Victoria Design School

### CONTACT DETAILS

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Referees given on request

### WORK HISTORY

#### Senior Experience Designer

ARA MANAWA | DEC 2021 - PRESENT

Improving healthcare access, experiences and journeys for patients, whanau and healthcare workers:

- Led research initiatives to uncover key patient experience insights for a range of specialist services, resulting in improved patient outcomes
- Created complex health service maps for strategic decision-making for capital projects to create new workflows in the hospital
- Mentored and trained 12 internal stakeholders in Te Tiriti training, resulting in a 15% increase in confidence to be Te Tiriti Centered

#### Design Practice Lead

THE CAUSE COLLECTIVE | AUG 2020 - DEC 2021

- Social Innovation designer supporting 12 social change initiatives to co-design break-through solutions with South Auckland communities.
- Identify and solve systemic issues holding community back from achieving a better future
- Led and developing a Pacific approach to Design for social innovation
- Building Design capability and confidence with internal and external stakeholders raising capability by 40%
- Wrote daily insights reports for government officials reporting on the South Auckland community during COVID 2020-2021

### KEY COMPETENCIES

#### Design Methodologies:

Design Thinking  
Co-design/participatory design  
Facilitator  
Futures Thinking

#### Leadership Skills:

Project management  
Change management  
Stakeholder relationships

#### Research Skills:

Qualitative research  
Indigenous researcher  
Creating Journey and service maps

#### Design Programmes:

Miro  
Excel  
Adobe suite