

CALEB ADAMU

Service Designer • User Research and Co-Design • Service Blueprinting • Digital Product Delivery

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PROFILE

Service designer and user-centred product lead with ten years of experience taking digital services from discovery to delivery, mostly in health and social care. I lead user research with people who are often excluded from design, turn findings into service blueprints, personas and journey maps, prototype and test with real users, and work inside multidisciplinary Agile teams to ship inclusive, accessible services. Anchor projects include Elate, a social-care platform funded through the Innovate UK Healthy Ageing Challenge and co-designed with older people and carers, and Welday, a day-services platform blueprinted with a Devon care provider. Having worked across the whole product lifecycle, from discovery to build and live operation, I design end-to-end services that are realistic to deliver and integrate with existing systems.

SERVICE DESIGN CAPABILITIES

- **User research:** interviews, in-home focus groups, online surveys, usability testing and supervised trials; synthesis into themes with impact-based prioritisation (frequency and severity).
- **Blueprinting and journey mapping:** end-to-end service blueprints with front-stage, backstage and support-process lanes; personas; empathy maps; user journeys and site maps (Miro, FigJam).
- **Prototyping and build:** low and high-fidelity prototypes in Figma and in code, including AI-assisted prototyping and full builds; contributes to software development, so service designs are grounded in what can be delivered and integrated.
- **Workshops and co-design:** designing and facilitating service blueprinting workshops, empathy mapping, context canvases and action planning with users and stakeholders.
- **Agile delivery:** sprints, stand-ups, backlog refinement and retrospectives across distributed cross-functional teams (Linear, Jira).
- **Evidence and data:** qualitative coding, survey analysis, Google Analytics and product usage dashboards to inform and measure design decisions.
- **Inclusive and accessible design:** designing for older and vulnerable users, low connectivity and multiple channels; WCAG 2.2 AA; DCB0129/0160 clinical safety; UK GDPR and NHS DSPT.
- **Storytelling and influence:** presenting research and service concepts to funders, clinicians, partners and investors using visual service flows and user evidence.
- **Tools:** Miro, FigJam, Figma, Linear, Jira, Google Analytics, Webflow, Supabase and PostgreSQL, Vercel, Google Workspace.

PROFESSIONAL EXPERIENCE

Head of Design and Technology | Cross Digital Ltd, Exeter

Apr 2016 to present

Lead design and delivery for a small cross-functional team (up to seven in-house designers, developers and consultants, extended with external software developers) delivering user-centred digital services for healthcare, social care, higher education and e-commerce clients.

Elate (formerly Care Access), social-care platform, 2020 to present

- Lead service designer and product owner for an Innovate UK Healthy Ageing Challenge project (Designed for Ageing, 2022 to 2024), securing over £650,000 of funding on the strength of a people-centred design approach.
- Designed and led the research programme across four user groups: care and support recipients, informal carers, paid carers and domiciliary care providers, using in-home focus groups, interviews, online surveys and prototype trials, plus sector interviews including a carers' organisation supporting 20,000 informal carers.
- Synthesised findings using a diagnose, discover, design, develop process with themes prioritised by frequency and severity. A key finding, that older people and informal carers felt a stigma around the word "care", led to rewriting the language of the whole service around support and independence.
- Translated research into service adaptations: escalation for incomplete support tasks, offline and low-connectivity contingency, user-controlled audit trails and a simplified view of care arrangements. Trials showed 80% of participants agreed the service would help them maintain independence; all care providers and support recipients said they would subscribe.
- Built the end-to-end Elate service blueprint (awareness to advocacy) mapping touchpoints, customer actions, front-stage and backstage actions and supporting systems, used to fix handoffs between sales, onboarding, support and engineering.

- Presented user engagement evidence, adaptations and risk mitigation at the Innovate UK design stage gate review (November 2022); programme partners included SETsquared Exeter and the South West AHSN.
- Now leading the iterative Elate 2.0 rebuild in phased increments with WCAG 2.2 AA, clinical safety and data protection as cross-cutting requirements, and product analytics used to monitor adoption and trigger improvements.

Welday, adult day services platform, 2026 to present

- Led discovery with an anchor customer (a multi-hub day-service provider in Devon): mapped how managers, staff and families currently work across paper rotas, shared inboxes and a manual Excel-to-Xero billing sheet, and defined eight personas and roles with their needs and permissions.
- Produced four Miro service blueprints (family and client journey, manager, staff and data, HR), a MoSCoW-prioritised product specification and a Linear backlog, then ran a stakeholder-testing alignment review that cross-checked every blueprint step against the specification and backlog and surfaced unmet needs such as an online referral portal and transport requests.
- Designed the service around an attendance-to-invoice loop and commissioner impact reporting so that day-to-day care delivery produces the operational, financial and outcome evidence providers, families and commissioners need.

Confirmed Carers, care-matching service, 2024 to present

- Designed the research instruments (interview guide, care-seeker and care-provider surveys) and mapped the full service journey from a family's care request through provider application, acceptance or decline, notifications and admin intervention.
- Redesigned the request as a staged journey with privacy gates and verified-role access, then iterated the service through conversion analytics, an SMS consent and delivery rollout and a token-based engagement model.

Other client work

- Allied Care (2024): website for a national care organisation with 30+ locations, with dynamic content and automated forms improving accessibility for service users and efficiency for staff.
- E-commerce growth (2023 to present): analytics-led iteration of purchase and subscription journeys for Shopify clients including The Farmer's Dog (20% sales increase, retention around 92%).
- Designed and facilitated service blueprinting workshops for clients and for Cross Digital's own client service, producing blueprints and action plans that changed how customers are onboarded and supported.
- Keeps current through the Innovate UK Healthy Ageing Community of Practice and the SETsquared Exeter network, and through ongoing co-design sessions, training delivery and partner support.

Design Research Lead | EBusiness UK and GZIS China

Sep 2014 to Mar 2016

- Led a 12-month international technology project under the Lancaster China Catalyst Programme with cross-functional UK and China teams.
- Owned design requirements and the product specification that secured £50,000 in Chinese government funding; designed UX, information architecture and prototypes for a mobile app bridging two partner companies.

Interaction Designer (contract) | London Shanghai Venture Capital

May 2015 to Jun 2016

- Created product visualisations and pitches that secured Chinese government investment and a UK-China joint venture; two pitches reached the top 10 of 4,000 entries in the China (Shenzhen) Innovation and Entrepreneurship Competitions.

Web Developer, Marketing (contract) | Lancaster University

Jun to Sep 2015

- Redesigned the centre's website within the Lancaster University web framework and worked with the International Office and marketing teams on content strategy and navigation, approved by leadership.

EDUCATION

Lancaster University, MSc International Innovation (Design), 2014 to 2016

University of Oxford, Oxford Artificial Intelligence Programme, 2019

KNUST, Ghana, BA Publishing Studies, 2008 to 2012 (Vice-Chancellor's Academic Award, best student, Faculty of Art)

PROFESSIONAL MEMBERSHIP, AWARDS AND RECOGNITION

- Professional Member, BCS, The Chartered Institute for IT (MBCS)
- Awardee, Healthy Ageing Challenge: Designed for Ageing, Innovate UK (2022 to 2024)
- Finalist, The Pitch (2021); semi-finalist, HiStar Innovation Competition, University of Oxford (2016) and China-UK Entrepreneurship Challenge, University of Edinburgh (2016)