CV | Melissa Wood

Personal Statement

I am passionate about the intersection of technology innovation and sociology and am seeking opportunities to collaborate with individuals or organisations that share my values and interest in using technology for the greater good. Specifically, I am focused on Ethical AI/S and disrupting data-sharing models through verifiable credentials and decentralised data. I prioritise person-centric design and believe in continuous self-improvement and lifelong learning.

Personal Information

Address: 8 Fairway View, Reddish, Stockport, SK5 6GD
Email: info@melissawood.co.uk
Full, current and clean UK driving license

Mobile: 07739 02 06 42
Nationality: British

Co-founder / Ongoing Ambition

02/2023 - Date. SolidUK C.I.C. : Manchester based / National
SolidUK was established in 2023 to address the growing need for better personal data protection in today's Internet-dependent World. Community engagement revealed a demand for a leader and facilitator who could inspire community efforts to support the adoption of Solid (Social Linked Data) technologies. Structured as a Community of Practice, SolidUK aims to create a cross-sector pre-competitive market for both B2B and B2C ecosystems in the UK and its regions. It also aims to open the market to SMEs and grassroots organisations. The current focus is on community growth, partner relationships, use case development, and community-led technical Pods (Personal Online Data Store) infrastructure.

Pro-bono Consultancy / Engagement

09/2021 - Date. techUK: Working Group Member; AI Assurance / Digital Ethics.

11/2022 - 04/2023. BSI: Editorial Chair, 30440 Validation framework for the use of AI within healthcare
British Standard specifying requirements for the development of safe, effective, and ethical healthcare AI products.

07/2022. Public Speaking: DIMH2022: Unethical Marketing in Mental Health Spaces, Dark Patterns.
https://www.youtube.com/watch?v=C7_ViFBCQKE

Technology Consultant / Service Development Lead

07/2021 - 04/2023. HD Labs: Stockport / National
I started at HD Labs as a Technology Consultant in the Product team. My job involved working with NHSE, Lancashire & South Cumbria ICS organisations, NWAS, and various other healthcare companies to conduct Business Process Analysis, Needs Assessment and Technical Feasibility Studies. I also supported the investigation of the Value Proposition for the Data Orchestration Ecosystem platform. Later, I moved to the Strategy team where I spent the last 12 months developing a new service line called Ethical Digital. I secured Innovate UK Fast Start funding to develop the Business Model, conduct a thorough Market Study, and co-design and validate the service design with stakeholders. The Ethical Digital service assists developers and adopters of AI/S products or services in co-designing and co-developing Ethical AI/S Assurance. It also helps in developing in-house capabilities for ethical developments, embedding ethics into software or product development lifecycles, and improving their Ethical Digital Maturity over time. Other responsibilities included leading or contributing to bid-writing, solutioning, proposals, statements of work, product sheets, service agreements, stakeholder management, workshop design and facilitation, and supporting various other activities of the directors, colleagues and partners.

References upon request

Freelance Senior Technologist - <u>Google Photo Portfolio</u>

09/2017 - 03/2020. BBC: Manchester / London / Birmingham / National / International
As part of the BBC Blue Room team, I created informative presentations, workshops, and interactive experiences that explored the impact of new and emerging technology on digital content consumption. Through my work, I highlighted the risks, opportunities, challenges, and threats that may affect the BBC as a public service broadcaster. I conducted extensive research, fact-checking, and networking to gather a wide range of information and statistics from the global market. To effectively communicate findings, I tailored my language to suit different audiences, from members of the public to VIPs such as politicians, diplomats and high-profile public figures. As an internal insights department, my work was available to all BBC staff members, including the board of directors, as well as visiting schools, colleges, and universities. I have demonstrated to members of the UK Parliament, GCHQ, EBU, FIFA, Sony, Lawn Tennis Association, RTV, and various international diplomats. An overarching goal was to provoke discussion and engage people in conversations about the ethical and political implications of technology.

Education

2002 – 2005. Staffordshire University Location: Stoke-on-Trent
Degree: BA (Hons) Multimedia Graphics Grade: 2:1
Final Project: Co-designed online educational resource prototype involving games design utilising webcam technology.

Business Analyst / Consultant Skills

Workflow / Tools / Environment

Creatio	Office 365	Figma
Miro	Balsamiq	draw.io
Affinity Designer	Microsoft Planner	Agile Scrum
DevOps	4 P's Sales Pipeline	Consultative Selling

Skills / Abilities

BPMN 2.0 Level 1- 4 (analytical) - As-is and To-be scenario modelling
Wizard of Oz prototyping
Modelling - UML / Logic / Business Canvas / Scenario
Stakeholder relationship management and Subject Matter Expert (SME) workshop facilitator
Service Design and Development aligned with GDS principles
Value Proposition workshops
Market study - SWOT, PESTLE-E and Porters Five Forces analysis
Technical feasibility analysis

Professional Achievements / Self-driven Commitments

NWAS Business Process Analysis materials contributing towards an NHS National Blueprint for Urgent & Emergency Care (UEC) Interoperability
Memberships: Tech Events North West for organisers / Manchester Digital / BCS

Anything else in-between interests

Music and gigs / socialising with friends and family / traveling the world experiencing world foods & cultures / growing my own food / weightlifting & gym / mountain biking