



**Lynne Elvins**

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**Design Management & Business Strategy /  
Facilitation & Workshops / Project Management**

- BA(hons) Design Management
- MSc Human Geography
- RSA Fellow, Trustee, Creative Youth Network

**2015 onwards – Design Rally Ltd  
Independent Design Management and Leadership**

**Project examples:**

**Design Management Programme for KCDM, Slovenia**

Leading a cohort of small businesses and public sector organisations through design management best practice. As a result, new products have been created, brands and marketing campaigns have been revised and teams have been restructured to support the creation of bolder user-centred offers.

**Innovation Workshops for Simplyhealth**

Equipping Simplyhealth employee teams to take on a ‘service design thinking’ approach, which is significantly different to the current ‘data-driven research’ stance that the management team is familiar with.

**Service Design Tools for Locality Solutions**

Locality Solutions provides case management software for housing and social care providers. The management team are aware that service design is a route to improving and differentiating their offer. A package of sessions with the Product Director developed tools and a new ‘Innovation Hub’ offer.

**Rebrand for UN Volunteers**

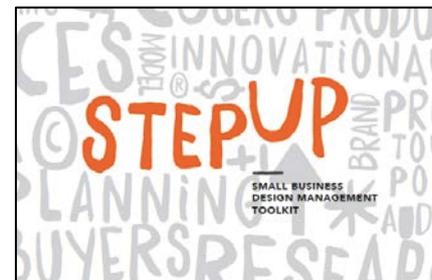
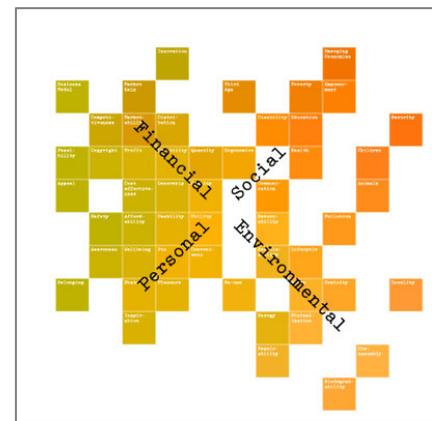
Working with the MD and Creative Director at RT Brand Communications to deliver nine project stages. Presenting research and creative direction to the Senior Management Team in Bonn, developing the ‘Brand Book’ alongside a comprehensive Brand Guidelines. Structuring a roll-out strategy for the Comms Team and scoping pilot-projects to test new brand materials.

**Comms Strategy & Prototyping Review for Sitting Firm**

Business is good for this British manufacturing company that designs a quality range of traditional and modern Windsor chairs, but profit margins need boosting. Working with the MD on a new strategy for brand and comms and a revision of the prototyping services. These activities are about proactively attracting new profitable commissions and raising profile.

**2012-15 - Product Development Research Centre (PDR)  
Design Advisor**

Advising business owners on boosting growth through the successful implementation of new products and services. Strategic reviews and project briefs for over 40 SMEs. Development of an SME Design Management Toolkit. Creation and delivery of Design Management workshops in the UK, Poland, France and Slovenia for businesses and the public sector. Three SME clients went on to win Design Management Europe (DME) Awards.



“The value Lynne provides is difficult to articulate in a few words. Beneath her calm and considered approach lies a wealth of knowledge and diverse experience. Lynne has the capacity to understand strategy, be involved in the formation, and has the skills to ensure implementation is focused.”  
*Ross Thornley, MD  
RT Brand Communications*

## 2010-13 – West of England Design Forum

### Vice Chair

Working to inspire and connect the network of design talent across the Bristol and Bath area. Delivery of ‘espresso sessions’ – a series of short, sharp and practical training for designers to run their businesses more effectively. Topics included intellectual property, sustainability, pitching, finances and learning styles.

## 2007-12 – The Design Programme

### Design Advisor

Working as one of the Design Council’s national Design Associate team to boost growth and innovation in small businesses through the development of new products and services. Strategic reviews and project management with over 80 SMEs. Development of a matrix tool to structure and identify sustainable development opportunities.

## 2006-07 – Forum for the Future

### Senior Advisor on Sustainable Innovation for Products and Services

Development of a Streamlined Lifecycle Assessment tool for products and services that received an ICI award for product stewardship. Trained in The Natural Step. Project work with ICI Paints, Pret a Manger, BP, Johnson Matthey.

## 2004 – Co-creator of ‘Sustainability Issue Mapping’

A practical tool for designers to understand and map sustainability issues in any design project within the four competing agendas of financial, social, environmental and personal demands. The tool has been used in various design schools and design publications. It was displayed in the Design Museum as part of the Sustainable Futures exhibition.

## 2002-07 - Independent Consultant

Contributing Editor for *SustainAbility Radar* an international bi-monthly publication that provided insight on the latest corporate responsibility debates. Co-authored a research report on the marketing of green goods for the Ministry of Economy Trade & Industry (METI) in Japan. Delivered a strategic review on communicating CSR online for the digital branding agency View. Presentations on sustainable branding for internal team at Diageo. Lectured at Cranfield University, Kingston University, Bath School of Art & Design and College of the Creative Arts.

## 1997-2002 - SustainAbility Ltd

### e-comms Manager

Specialist in online corporate CSR reporting and how activists mobilise and disseminate campaign information using the Internet. Co-author of two reports on internet reporting:

- The Internet Reporting Report, 1999
- Virtual Sustainability, 2001

Responsible for internal web development, e-commerce strategy, domains and SEO. Introduction of new internal CRM system.

## CPD Training & Learning

### TEDx Speaker

TEDx Bristol (2015)

### Intellectual Property Masterclass

IPO, UK (2014)

### Service Design for Business and the Public Sector

Nahman, Greece (2013)

### Best Practice in the Business of Business Development

Forum 21, UK (2010)

### Understanding Influencing Styles

Motivational Leadership, UK (2009)

### Sustainability for Leaders

The Natural Step, Stockholm (2007)

“Rapidly growing businesses are six times more likely than static ones to see design as integral.”

Designing Demand



The Design Programme

