

ALICE OSBORNE

// 07788798210 // alice@ageable.org // @AliceOsborne // www.ageable.org // ageable.medium.com //

As founder of Ageable, I am a designer by background with a diverse range of skills in health, social care, ageing, dementia and end of life. With 14 years of experience spanning design for social benefit. My career is focused on giving away all I know to forward thinking and innovative people, projects, companies, organisations and charities in their approach to helping us live well as we age.

EDUCATION

2001

Foundation in Art and Design – Distinction

Swindon College, Dissertation – The Art of Intuition

2002–2005

BA Hons in Visual Communication – First

University of the West of England,
Including Erasmus study exchange in Rotterdam Willem de Kooning Academie

2011

Landmark Education

Landmark Forum, Advanced Course, Self Expression & Leadership Programme

SKILLS & EXPERIENCE

Expertise in Activity, Dementia, and Care Settings

My career has given me wide exposure to the places people age. Be it hospices, day centres or care settings. Not to mention many of the conditions people face such as Dementia, Life as a Carer, Care Settings, meaningful activity and see first hand the challenges of the care sector itself.

Creative Leadership

As Head of Design @ Relish – I led our vision and strategic focus to improve the quality of life for people living with dementia, as well as those caring for them. I ensured that we continue to meet the changing needs of our customers.

Human Centred Designer and Research

I bring a design + curious + open + collaborative design approach to any focus, as well as a passion for working closely with people we are designing with.

Service Design

Through working in a design-led way, through research, re-framing, ideation, prototyping and implementation, this in turn led to well designed systems, services and products that suit peoples needs and wishes. I use the double diamond – As a tool for strategic thinking and shaping work.

Innovation + Social Impact

Whilst at Relish my last 3 years their profits increased by 500%, in order to sustain aggressive growth, I sought improvements to our current markets; new innovations, product refreshes, digital and product services. I also sought new markets as part of our global vision to expand worldwide. Always with a dedication to make a positive contribution to people living with dementia.

Entrepreneur + Business Mind

As a founder myself, and experience of working in start-ups and other design-for-good settings have given me an entrepreneurial mindset. I also recognise what is needed to create a flourishing social business or venture. I have also worked with other organisations to help them embed design thinking into new businesses.

2020–2021

Founder of ageable

At Ageable we use design and creativity to re-design the ways we live, age and care. We use design (service, inclusive and change work) to improve the current organisations that provide services to us as we age. Our activities will be firmly focussed on maintaining people's quality of life as they age. We collaborate with providers of care to design, innovate and test ideas that will improve their current services.

2018–2019

Head of Design at Relish

Inspired by Relish's innovative approach to meaningful, respectful products for older people, I have led our vision and continued focus on improving the quality of life and relationships for people living with dementia, and those caring for them. It is a business flourishing as a result of identification of frustrations in the market and seeing the need for age appropriate and respectful products that bring people happiness and joy. I played a pivotal role in the company's period of aggressive growth, I've grown our product range from 9 to almost 80, and contributed to the case to secure new investors, whose feedback was that I "shone out as an employee and held the heart of the company".

I have embraced opportunities for innovations beyond 'products' by taking a holistic and business perspective based on customer/company need, as an example my last project was leading a new subscription service for customers. Part of this is using my 'service hat' to ensure that I bring together a vision of a strong idea, and shared delivery through digital, design, business and content that is innovative and high-quality.

FREELANCE

2013–2014

Story Capturer for Care Compass at St Joseph's Hospice

Supporting a new website that was an online peer to peer community for all those facing life-limiting conditions, their friends, family or professionals.

2013

Design and Service Innovation Consultant at London Circle CIC

Working within Participles project Circle to develop and test a new wellbeing service to support carers in Southwark look after their own wellbeing. Encouraging peer to peer models of support through running a series of iterative testing with users on the ground, to continually learn and adapt the service.

2012–2013

Design Lead at My Home Life

My Home Life is an initiative aimed at improving the quality of life for those who are living, dying, visiting and working in care homes for older people. I designed and delivered the Big Care Home Conversation that was launched at The House of Commons and hacked away by local care homes. I led a London wide movement of Care Home Managers, as part of this we designed a service innovation toolkit that was delivered to over 1,700 care homes.

2011–2012

Creative Director, Spots of Time

A social enterprise with a mission to make it easier for people to put their spare 'spots of time' for good. We created a range of fun, activities for care homes to enable volunteers in care homes to improve well being of residents in our pilot.

EMPLOYMENT

2007–2011

thinkpublic Leading a movement in social innovation and design whilst putting older people at the heart of designing and delivering new public services. I worked with a range of clients including Carebase, the Department of Health, the NHS, the Alzheimer's Society and Timebank. See examples below of projects.

Alzheimers100 In partnership with the Alzheimers Society, Dott07, Design Council, we collaborated to design ways to improve people with dementia's daily life in the North East which led to the co-design of The Dementia Signposting Service, this is now rolled out nationally.

Journeys to Carebase Research and design to identify challenges and support journeys of new residents and their families experiences into their care homes.