Roxana Bacian CV

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With 14 years of experience across human-centred design, leadership and organisational coaching, my career has focused on helping leaders and teams build human-centred processes and foster the relationships and cultures that sustain them. Core Skills:

1. **Building trusted relationships and team cultures,**
2. **Designing human-centred organisational processes,**
3. **Brand communications and project coordination.**

Experience:

Leadership/Team Coach, Roxana Bacian Coaching

Jan 2020 - Current (6 years, 10 months) - Public, Civil Society, Private

Delivered 300hrs of 1-2-1 career, leadership, wellbeing and team coaching sessions across 118 coaching relationships. Key highlights:

- Boosted the confidence and wellbeing of 18 headteachers with Know You More;
- Supported 4 x organisations to re-design operational systems and cultures at NEON;
- Co-facilitated 3 x coaching training courses for corporate leaders at Simply Coaching;
- Appeared on 2 x coaching-focused podcasts (Breakout Room, The Coaching Inn)
- Published in BACP's Coaching Today, July 2026 (Embracing Imperfection).

Organisational Coach, New Economy Organisers Network

Aug 2022 - April 2025 (2 years, 8 months) - Not-for-profit, Civil Society

OrgBuilders was a year-long programme of coaching, expert support and peer learning for social justice organisations looking to make changes to their culture, operations and strategy. I supported four small teams:

- An anti-detention charity to shift from one director to a co-directorship model;
- A non-hierarchical climate justice network to re-start activity after the Covid-19 pandemic;
- A youth-led social enterprise to set up key processes around DEI and conflict management;
- A community interest company to navigate founder leaving and a shift to self-governance.

Wellbeing in Leadership Coach, Know You More (UK)

Jan 2023 - Jul 2026 (12 months total) - Not-for-profit, Public

Helped increase 18 x headteachers' confidence to sustain their wellbeing and that of their teams. Examples of this work included supporting headteachers to establish leadership vision and develop strategies for supporting their teams to manage their own wellbeing during high-pressure periods, navigating interpersonal conflict and team dynamics, as well as managing work-life boundaries.

Associate Coach and Coach Trainer, Simply Coaching (AUS/Online)

Jun 2021 - Aug 2023 (2 years, 3 months) - Private

Facilitated training on three Transforming Conversations courses, a three-month coach foundation course for new coaches and professionals seeking to use coaching in leadership roles across Australia and the UK. This involved co-delivering pre-designed content to groups of up to twelve participants online and facilitating coaching practice and reflective learning circles in groups of four people, as well as delivery of several 1-2-1 coaching sessions.

Volunteering:

Coach Mentor, Build Up by Know You More (Mar - Jul 2026, 4 months)

Leadership Coach, On Purpose (Dec 2025 - Aug 2026, 9 months)

Coach Supervisor, MOE Foundation (Jun 2021 - May 2026, 5 years)

Springboard Panel Coach, She Leads Change (Oct - Dec 2020, 3 months).

Previous Experience: (Design)

Lead Brand Designer, FutureGov (now TPX Impact)

Sept 2014 - Oct 2015 (1 year) - Private, Public

TPXImpact is a leading design consultancy supporting public sector organisations through digital transformation in the UK. Within this role I:

- Brought consistency to the company's visual presence developing brand guidelines and templates;
- Broadened design skills across the company holding tutorial sessions with the team;
- Delivered both in-house and client-facing design briefs for a team of 40 in print and online.

Lead Service Designer, Snook (now NEC Digital)

Jul 2012 - May 2014 (1 year, 9 months) - Public, Private

NEC Digital is a leading design consultancy helping organisations produce great services by putting people first. Within this role I:

- Co-led the research, development and redesign of a a new service model for Care Information Scotland with Scottish Government & NHS24;
- Co-led a project with the Community Engagement Team in Stirling Council to embed a design-led approach and methodologies in their work;
- Co-delivered a 2-day Service Design Masterclass for Hyper Island's MA Digital Experience Design cohort in Stockholm, Sweden.

Education:

Associate Certified Coach, International Coaching Federation (Jun 2023 - Jun 2026);
Certified Coach Training Certificate 30hrs (CLEAR Model), Simply Coaching (Nov 2021);
Mental Health Aware and Suicide First Aid Certificate, MH First Aid England (Sept 2020);
Certified Coach Training Certificate 50hrs (GROW Model), MOE Foundation (Dec 2019);
MA Communication Design - Kingston University (2009 - 2011).