

Miles Cheverton • Senior Service and UX designer

I am a highly skilled contract Service Designer and UX consultant with 22 years' experience and the following skills:

User centred design (UCD)

- Passionate advocate of user centred design process.
- Extensive UK public sector experience and knowledge of the GDS service standard and its application, including: preparing for and participating in formal and informal assessments, acting as design assessor, showcasing best practice interaction design.
- Discovering and codifying complex user needs and journeys, mapping existing service journeys, governance and interactions.
- Collaborating with user researchers to create high level flows and processes as well as detailed user journeys, roadmaps and screen design artefacts to describe concepts.
- Enthusiastic about iterating designs based on user testing, especially within constraints.
- Confident in the use of Sketch, Axure, Miro, Omnigraffle and other design tools.

Visual design

- Able to quickly build clear and attractive service and process maps, user journeys and design artefacts.
- Strong visual and creative awareness, properly balancing form and function.
- A passion for design theory, history and practical application - dedicated to continuous education and development around design process and theory.

People and business

- Taking ownership of UCD decisions and communicating them at every level.
- Planning and facilitating large workshops with diverse stakeholders and opinions.
- Managing small teams and mentoring team members in formal and informal settings.
- Working to tight deadlines and within constraints

Agile

- Working in multi-disciplinary agile teams with full participation in ceremonies.
- Advocating for and explaining agile ways of working in hierarchical, siloed organisations.

Standards and Development

- Advocating systems thinking and design at every level
- W3C accessibility standards - WCAG 2.1 AA.
- A solid technical understanding of the GDS prototyping kit and version control.
- Strong familiarity with common front and back end systems, plus significant experience working with developers to implement ideas and designed as planned.

Recent work history

Consultant Service Designer at Defra - November 2021 - Present

Supporting the Livestock Traceability Service within Defra to define the purpose and outcomes of the service as well as writing policy options, identifying issues with current service and synthesising a set of detailed recommendations, scenarios and user journeys from user research, team knowledge, industry groups and workshops.

- Worked with Defra staff to create the service vision, purpose and goals then agree and publicise those across the wider organisation
- Researched, tested and produced 10 detailed recommendations to transform the traceability service and achieve the vision
- Presented and evolved the recommendations with very senior stakeholders and various arms length bodies to bring a wide variety of views and opinions cohesively together
- Championed GDS and Agile good practice throughout, in an organisation with less experience of those methodologies

Senior service designer at DWP - September 2021 - November 2021

Working across the DWP's 115 different services, focussing on Health and the opportunities to improve the experience of using and administering DWP services for both citizens and DWP staff.

- Produced a customer journey map, with supporting artefacts, for the touch points between the DWP Health benefits and grants, and other DWP benefits.
- Developed a set of opportunities and recommendations to improve the citizen journey, and suggest areas where efficiencies could be made.
- Worked with stakeholders to design the best approach to move forward, in a very siloed, political landscape that did not have systems thinking and design at its core.

Lead service designer at DFE - July 2021 - September 2021

For the Covid recovery up skilling program, evaluating the as is training provision for early years (0-4) practitioners across local authorities, child minders and nurseries. Designing an online training service which would address the identified shortcomings and educational gaps in a widely disparate set of practitioners across the country.

- Researched and wrote the programme's problem statement, vision and specific success criteria in conjunction with stakeholders
- Worked with User Researchers to establish a programme of research and feedback on core tenets of the project, ensuring user types which had typically been sidelined before were put front and centre in the new work
- Advocated and promoted a 'systems thinking approach' across related programmes inside the DFE that would benefit from being deeply tied to the project at a data level. For example integrating mentorship into the training so a surgical, targeted approach could be taken to remedial efforts rather than by local authority.

Lead service designer at NHS - January 2021 - July 2021

Headed up the service design for the digital work stream of the Eye Care Transformation programme, covering several NHS bodies. Under the banner of “Reducing avoidable sightloss” worked to be the voice of the user in all workshops and meetings and kept the project Agile

- Coordinated the service design layer across the entire programme, ensuring the overall shape and scope of the patient and clinician experience was known and understood
- Lead UCD for the coordination team and two delivery teams
- Coordinated with other lead roles across the programme to ensure a joined up, coherent user experience and reduce silo thinking
- Ran multiple large workshops to establish high level problem statements and epics for the alpha phase backlog
- Worked to ensure the project was fully compliant with the GDS service standard
- Delivered project findings up to board level

Lead interaction / service designer at Cogworx for Placing Platform London - September 2020 - January 2021

Working in the complex insurance space, lead on a user-centred, agile programme of work to facilitate the creation of a supportive and cohesive system for users.

- Designed and chaired online workshops using Zoom & Miro to map out user journeys, touch points and decisions
- Iterated journeys into low fidelity prototypes inside Miro and iterated and tested that work with stakeholders, subject matter experts and front line users.
- Finalised those journeys into high fidelity Sketch deliverables and worked through sign off sessions with senior stakeholders
- Worked with the extended UCD team to ensure we had a consistent strategy across the programme
- Mentored other members of the team in service design approaches

Lead interaction / service designer at HMRC - March 2020 - September 2020

Leading the redesign of HMRC’s intranet with a user centred design approach, from discovery through alpha to beta. Discovery exit considered ‘exemplary’ by assessors.

- Ran interactive workshops with diverse participants to understand users’ attitudes to the current intranet, workarounds, pain points and accessibility issues.
- Delivered in-depth analysis of research and workshop findings to stakeholders at different levels to ensure a full understanding of the issues identified.
- Created in-depth design artefacts including: journey maps, prioritised user needs, technical options analysis, service standard compliance matrices and Sketch wireframes.
- Coded prototypes to show proposed journeys were tested with users, iterated and used to communicate to the team and senior stakeholders.
- Mentored and upskilled staff in agile working, UCD and the GDS service standard.

- Championed the use of the GDS service standard for internal projects.

Lead service designer at Valuation Office Agency (HMRC) - 2019 to 2020

Joining a team with no history of service design or UX, I updated a non-compliant public-facing site and an internal case management system to GDS service standards and WCAG 2.1AA accessibility levels.

- Implemented a user feedback mechanism and review process leading to higher satisfaction ratings from staff and faster addressing of user issues.
- Designed and created various levels of asset from wall sketches to complex branching prototypes in the GDS prototyping framework.
- Worked with senior management to bring service design concepts to a siloed workforce and frustrated customer base in order to address structural issues.
- Advocated for the user and user centred design in a culture that had not previously encountered it, including fortnightly UX show and tell sessions for the organisation to explain and reinforce the value of user centred design.

Senior UX designer at HMRC - 2018 to 2019

As lead for the VAT payments section of the Making Tax Digital modernisation programme. I was instrumental in the design, testing, iteration and optimisation of the VAT payments journey, which serves over 2 million customers and brings in over £125 billion annually. I supervised the change from WorldPay to Barclays as well as guiding the team through a successful external GDS assessment.

- Created a wide variety of assets including paper sketches, high definition mock ups and detailed, interactive, branching prototypes using the GDS prototype kit.
- Worked with GDS design guidelines to create new patterns where required and implement existing patterns where possible.
- Worked with other UX designers across the organisation to ensure common reusable interface patterns, peer review and discussion.
- Consistently took the position of user advocate in meetings where there was a risk of business requirements overshadowing a smooth functional user experience.

Senior UX designer at The Department of International Trade - 2017 to 2018

Worked in the customer relationship management team to produce a frictionless application. My contributions included highly user-focused solutions to complex navigation and faceted search through different related records, multi-path user journeys, audit trails and improved data presentation.

- Created design artefacts and worked with developers to produce fully coded prototypes for user testing and business acceptance.
- Created a compliant product whilst designing new solutions specifically for DIT CRM that fit within the ethos and design style of GDS.
- Worked with other UX designers across the entire project and served as the point of contact for all UX matters throughout the stream.

Senior UX designer at Ministry of Justice - 2016 to 2017

Focusing on the complex journey a charging lawyer takes to provide charge advice to police, we built a rich, context-sensitive navigation through multiple types of media, a multi-layered conditional decision-making process, supporting documents and charging advice publications as well as introducing the concept of simultaneous users, document redactions & audit trails.

- Worked with multiple senior stakeholders, business product owners, business analysts and a significant development team to produce a frictionless application.
 - Created paper sketches, lo-fidelity wireframes, high fidelity mockups, interactive prototypes and fully coded prototypes for user testing and business acceptance all to GDS design guidelines to create a compliant product.
 - Consistently took the position of user advocate in meetings where there was a risk of business requirements overshadowing a smooth functional user experience.
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- Lead UX designer - Deutsche Bank - 2016
 - Senior UX designer - JP Morgan - 2015 to 2016
 - Senior UX designer - KPMG - 2014 to 2015
 - Senior UX designer - Talk Talk - 2013 to 2014
 - UX designer - Direct Line Group - 2012 to 2013
 - UX designer - Electric Putty / Friday / Alliantist / Public-i Group - 2012
 - Designer and developer - various organisations including Macmillan Publishing, NHS and Tiscali - 2000 to 2011