

# Miles Cheverton • Lead & Senior Service Designer

07990512477

[miles@thetalldesigner.com](mailto:miles@thetalldesigner.com)

[www.thetalldesigner.com](http://www.thetalldesigner.com)

[www.linkedin.com/in/thetalldesigner](https://www.linkedin.com/in/thetalldesigner)

I've dedicated my career to the power of user-centred design, and I bring a depth of experience and a passion for creating useful services. Living in Brighton, balancing life as a father, husband, mountain biker, and board game enthusiast, I've cultivated an informed perspective on design, prioritising genuine user feedback and iteration to find the right solution. My passion for design extends to every part of my life, volunteering as a designer with charities, schools and the NHS.

- 25 years in user-centred design (UCD) as a Service Designer, UX Designer, User Researcher and Interaction Designer in government and private sector
- Confident in service blueprinting, user journeys, user needs, prototyping, workshop facilitation, creative, and strategic design thinking
- Design leader, guiding teams from the front to achieve business and user goals
- 10 years experience with the GDS Service Standard
- Fluent in digital accessibility and the WCAG 2.2 AA standard
- Proficient in cross-disciplinary collaboration, stakeholder management and communication as well as shaping organisational culture by showing value
- Skilled at balancing user needs and business requirements to create the best service

## **Lead Service Designer at The Open University - October 2022 - May 2024**

Led the research, design, iterative testing and successful implementation of a booking service that definitively improved student satisfaction, dramatically reduced cost to serve and demonstrated Agile, UCD ways of working in a complex, hierarchical organisation

- Improved successful outbound call rates from 20% to 90%
- Guided a path finder team through Discovery, Alpha, Beta and Live, reporting issues to stakeholders and solving problems
- Pioneered the concept of Service Design in an organisation with no history
- Helped set up multidisciplinary teams in the style of GDS and broke down cultural and communication barriers between entrenched departments
- Kicked off a Design System project to reduce testing and development cycles
- Designed and ran multiple workshops from establishing user needs to selling User Centred Design to sceptical stakeholders

## **Senior Service Designer at Department for Business, Energy & Industrial Strategy (BEIS) - August 2022 - October 2022**

Conducted the design aspect of a GDS Discovery phase aimed at enhancing public climate content. My work involved conducting qualitative research across the UK to assess the need for clearer online governmental information on net zero and green living. Through public workshops and feedback analysis, I developed user-focused information

architecture, continually refining it with research findings. My collaboration resulted in an 80-page detailed report for BEIS, offering a deep analysis of public information preferences, supported by substantial evidence, marking a significant step towards improved public engagement with climate issues.

### **Consultant Service Designer at NHS Bristol, BNSSG ICS - June - August 2022**

Introduced Agile and GDS/NHS standards to establish the new Integrated Care Systems. Collaborating with leaders from 8 partner organisations, I shaped and shared the digital strategy, facilitating workshops for stakeholder input and synthesising feedback for leadership. My efforts focused on educating colleagues on Agile and GDS processes within a novel organisational structure, while ensuring patient/user perspectives were central in discussions, significantly contributing to a unified digital approach across the healthcare spectrum.

### **Consultant Service Designer at Defra - November 2021 - May 2022**

Redesigned the Livestock Traceability Service, defining its purpose, outcomes, and policy options. I synthesised recommendations and user journeys from comprehensive research and collaboration with industry groups. My role included aligning the service vision across the organisation, producing transformative recommendations, and fostering stakeholder consensus. Advocated for GDS and Agile practices, enhancing the service's approach and methodology in an environment previously unfamiliar with these frameworks.

### **Senior service designer at DWP - September 2021 - November 2021**

Enhanced the health service experience for citizens and staff across 115 DWP services by crafting a comprehensive customer journey map to streamline interactions between health benefits and other DWP services. My efforts led to actionable recommendations, addressing efficiency and user experience improvements. Collaborating in a complex, siloed environment, I guided stakeholder discussions towards a unified, systems-oriented design approach, significantly impacting service delivery and policy direction.

### **Lead service designer at DFE - July 2021 - September 2021**

led the service design for the Covid recovery upskilling program, focusing on early years practitioners. My role involved evaluating current training, identifying educational gaps, and designing an inclusive online service to address those issues. I formulated the project's foundational documents (problem statement, Vision, success criteria), guided research to prioritise previously overlooked user groups, and advocated for a systemic approach, ensuring targeted and effective training solutions nationwide. This work marked a significant shift towards addressing disparities in educational support.

### **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 working to 'reduce avoidable sight loss'. Coordinated Service Design across several teams and leased with other service leads to

ensure a joined up coherent service. Ran very large workshops to establish Alpha phase backlog items. Presented findings up to board level. Met all GDS assessments.

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

Led a user-centered redesign project within the intricate insurance sector, effectively managing challenging stakeholders and navigating a highly complex business model. Through online workshops, I mapped and refined user journeys into prototypes and high-fidelity Sketch deliverables, securing senior stakeholder approval. I also worked closely with the UCD team for strategic alignment and mentored colleagues in service design, significantly improving our approach to complex issues and stakeholder engagement.

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

Lead the redesign of HMRC's Intranet, achieving 'exemplary' discovery phase outcomes. Facilitated workshops to identify user needs and pain points, translating insights into actionable design artefacts. Created, presented, user tested and iterated coded prototypes. Put significant effort into communicating the importance and benefits of meeting GDS and WCAG standards for the Intranet and the scale of the opportunity for improvement. Mentored and up skilled staff in agile working, UCD and the GDS.

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

Modernised the public site and central case system to GDS and WCAG standards, introduced effective user feedback processes, and developed a range of design assets from sketches to prototypes within GDS frameworks. My efforts elevated staff and user satisfaction, brought service design principles to an organisation with no history of UCD, and advocated for a user-first approach, significantly improving the organisation's service delivery and user engagement.

### **Senior UX designer at HMRC - 2018 to 2019**

led the VAT payments redesign, under the Making Tax Digital programme, significantly enhancing the user journey for 2 million customers and securing over £125 billion in annual revenue. I successfully transitioned payment systems and steered the team through a GDS assessment. Took on the 'voice of the user' in stakeholder meetings as well as producing low fidelity and coded prototypes (GDS kit), planned and executed user testing and design iterations.

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

Redesigned the DFIT CRM interface, emphasising meeting user needs and efficient data presentation. Produced designs and coded prototypes to the GDS standard to use in testing and research as well as fostering collaboration with developers. My leadership in UX design set the standard across the project, ensuring alignment with GDS ethos and driving user-focused innovation.

### **Senior UX designer at Ministry of Justice - 2016 to 2017**

Lead the design of a service for charging lawyers to make recommendations to the Police. Produced a nuanced, streamlined, branching design that reduced complexity and cognitive overload to improve charging decisions and reduce wait time.

- Collaborated with varied stakeholders
- Executed all design work from sketches to coded prototypes
- Balanced user needs and business requirements

### **Previous Roles**

- 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