



Jon Roo

I'm a Principal UX designer with 20 years' experience leading user-centred design across healthcare, central government and the private sector. I've built and managed design teams, bringing design craft, stakeholder influence, and the commercial instincts to grow a practice.

Skills

Design leadership and practice building

I've grown design teams from scratch, establishing ways of working, career frameworks and communities of practice within consultancy and product environments.

Service and interaction design in complex, regulated environments

I've led design across central government, healthcare and the private sector, navigating legacy systems, policy constraints and multi-stakeholder governance.

Stakeholder advocacy for user-centred design

I have a track record of establishing the value of UCD in organisations that do not yet believe in it, using research, prototyping and data to shift mindsets.

AI leadership and experimentation

I'm one of Hippo's "AI Champions", contributing to the development of new ways of working across the practice, including an AI-powered insights tracking system that connects research findings directly to a rapid prototyping workflow, enabling design changes in hours rather than weeks and significantly increasing the depth and pace of iterative research rounds.

Accessibility and inclusive design

I design to WCAG standards and embedded inclusive design from discovery through delivery, so services work for everyone.

Bid writing and commercial contribution

I contribute to bids that win work across government frameworks, and I design new approaches to capturing case study evidence that increase consultant participation and bid quality.

Technical fluency

I'm proficient in HTML, CSS and JavaScript, with the technical fluency to shape engineering decisions, architectural discussions and the delivery constraints that define what design can achieve.

Experience

Principal UX designer at Hippo Digital

from April 2024 to present

I lead design across Hippo's largest and most complex public sector accounts, working in multidisciplinary teams while contributing to business development, practice leadership and AI ways of working.

- I led design on the DWP Universal Credit Fraud and Error programme, a live national service used daily by 2,200 agents, processing 50,000 reviews a month, and helping recover £173m in a single six-month period.
- I led the design on NHS' Manage Your Appointments, a national vaccination booking service running across 6,000+ sites with over 900,000 bookings in a single campaign period.
- As one of Hippo's formally appointed AI Champions, I contribute to new ways of working across the practice throughout Hippo, such as AI-assisted prototyping to build hyper-realistic prototypes in days, not months.
- As Practice Rep for Design, I led an overhaul of Hippo's traditional case study writing process, which reduces time to completion from weeks to hours.
- I contribute to bid writing and UX business development at Hippo.

Principal Designer at Made Tech

from November 2021 to April 2024

I joined as Made Tech's first Principal Designer, establishing design as a credible discipline within an engineering-led consultancy of around 80 UCD professionals.

- I shaped design culture through regular crits, away days and internal talks, building shared standards across the practice.
- I led design across four major government accounts including GDS and the Home Office, overseeing quality and strategy for 8 designers on the Home Office account alone.
- I delivered the CORE social housing data service at MHCLG, cutting cost per transaction from £2.01 to £1.03, achieving 100% CSAT in private beta, and passing both alpha and beta GDS assessments.
- I contributed to bid writing across key government frameworks.

Interaction Designer at HMRC

from April 2019 to April 2021

I worked across HMRC's flagship digital services in the Payments team and Live Services, delivering service and interaction design.

- I designed the VAT repayment tracker from discovery through beta, helping address a £1M annual cost to HMRC driven by 50,000 helpline calls, by giving taxpayers online visibility of their repayment status for the first time.
- I led accessibility improvements to the Corporation Tax service following a failed DAC audit, making the service usable by assistive technology users and improving the experience for all.

Head of Design at Firefly Learning

from September 2014 to October 2018

I led design as Firefly scaled from a small UK startup to over 500 schools across 60 countries.

- I grew the design team from just myself to a team of five, establishing clear roles, skill frameworks and career progression.
- I built and shipped a production design system of 200+ components across web, iOS and Android, accelerating output without sacrificing design quality.
- I embedded a dual-track agile design process across the product organisation, combining generative research with rapid prototyping and testing.
- I contributed to a 97% customer retention rate and a product used by 250,000 people across 60 countries.

Older roles

from February 2004 to September 2014

I spent seven years across freelance and agency roles, designing web and app products for a range of clients and industries. This period gave me a strong foundation in visual design, front-end development and the commercial realities of delivering digital work at pace. I then spent three years as a designer at Firefly Learning before being asked to build and lead the design team.

Education

2:1 BSc (Hons) in Multimedia Technology from the University of Huddersfield in 2003.

Courses and certifications

WAI0.1x: Introduction to Web Accessibility

Jun 2025

EdX

Confident communication

2025

RedVoice

Leadership Development Programme

2024

Erskine Nash

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