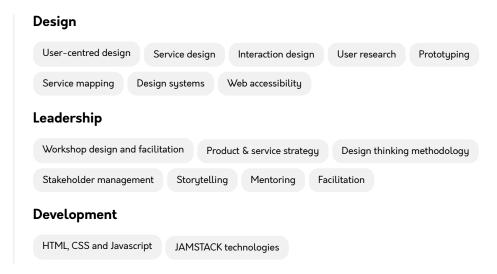# Jon Roobottom

I'm a designer with two decades experience of creating user-centred products and services. I help organisations build great products, manage happy agile teams and have potent ideas.

Skills

Design

User-centred design   Service design   Interaction design   User research   Prototyping

Service mapping   Design systems   Web accessibility

Leadership

Workshop design and facilitation   Product & service strategy   Design thinking methodology

Stakeholder management   Storytelling   Mentoring   Facilitation

Development

HTML, CSS and Javascript   JAMSTACK technologies

Experience

Principal UX designer at Hippo Digital
from April 2024

Hippo deliver data, digital and user-experience solutions across the public, private and third sectors.

- Working on Hippo's most complex projects
- Supporting UX Business Development
- Writing bids
- Hiring and managing UX designers

Principal Designer at Made Tech

from November 2021 to April 2024

Made Tech is a public sector consultancy specialising in user-centred design. Their community of practice is ~80 permanent user-centred professionals across research, design, product and business analysis.

I worked across several of Made Tech's key client accounts, including Government Digital Service, the Home Office and Department for Levelling Up (now called the Ministry of Housing and Local Government).

- Shaping user-centred projects that align with our client's strategies and GDS best practices.
- Developing relationships with key senior stakeholders.
- Helping to build a happy, healthy community of practice.
- Evolving Made Tech's approach to interaction and service design.
- Leading cross-functional teams to guide user-centred work.
- Hands-on interaction and service design.
- Hiring and managing skilled designers.
- Writing bids that win work.

Lead Service Designer at Ministry of Housing and Local Government

from August 2021 to November 2021

Leading the service design approach in a cross-functional agile team. Managing multiple senior stakeholder relationships. Advocating for users. Mapping multi-touchpoint journeys.

Outcomes include simplified log submissions with good form design; passing GDS alpha and beta assessment; and cutting projected cost-to-serve by 50%.

Case study

Easier reporting of social housing data.

Senior Service Designer at the Home Office

from April 2021 to August 2021

Improving processes for Border Force officers and analysts across a complex program of work.

Senior Interaction Designer at HMRC – Live Services Team

from January 2020 to April 2021

Service and interaction design across ~20 flagship services; Improving journies based on quant and qual data; Leading design approach in a dynamic environment to provide user value at pace.

Case study

Accessible corporation tax

Senior Interaction Designer at HMRC – Payments Team
from April 2019 to January 2020

Improving payment journeys on a multidisciplinary agile team. Prototyping using the GOV.UK Kit; Ensuring accessibility; Building HMRC Design System components and advising senior stakeholders.

Outcomes: Buy-in from business into our approach; The project was renewed through the alpha and beta phases; Successfully launched a new service for the citizen.

Case study

Helping taxpayers when they're due a refund

Head of Design at Firefly Learning
from September 2014 to October 2018

When Firefly raised capital with the aim of rapid growth in the UK and internationally, I was asked to hire and lead a product design team. Over the next four years, alongside the other 'heads-of', we expanded the company to over 500 schools in 60 countries with around 250k users.

I was responsible for:

- Growing and mentoring Firefly's design team
- Owning Firefly's research and design process
- Leading the creation of Firefly's design system
- Embedding user-centred design across the organisation
- Advocating for user needs and helping to define the product strategy

Case Study

Leading Design at Firefly Learning

Designer at Firefly Learning
from September 2011 to September 2014

I was responsible for:

- Designing and buiding websites for schools on the Firefly platform
- Designing the Firefly App for iPhone and iPad
- Prototyping and building new app features for Firefly Web
- Conducted research with teachers and students
- Growing our community of schools by involving teachers and students in the design process.

Older roles
from February 2004 to September 2011

- Freelance web and app designer
- UI designer at Onlytica
- UI designer at Glaxstar
- Web designer at Key Web Marketing

Education

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

Contact me

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