

Katherine Joyce, UX/UI Director

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Profile

Design leader with over 10+ years of experience across a variety of industries such as finance, government, business and technology consultancies, design agencies and start ups. I've worked within multi-disciplinary teams and I've also been the UX team of one. I've built design teams, products and processes, led the UX vision, collaborated with developers and stakeholders, and ensured that accessibility and usability has been considered from the start. I believe it is essential for leadership to lead by example, and to remain hands on, supportive and proactive within a team.

Experience

Aug 2023 — Present



UX/UI Director at Unisys

Leading the design vision, promoting inclusive and accessible design best practices, user centric design strategy and thought leadership across both Financial and Travel & Transportation industries. Performing UX audits and reviews, and crafting modernised UI PoCs for Airline, Banking and Enterprise Business products.. Growing internal skills development, supplier and tooling needs and presenting internal Tech Talks.

Promoting the value and benefits of UX/UI modernisation through a scalable and atomic approach to products and services, and promoting an agile design methodology to increase UX maturity throughout Enterprise Computing Solutions.

May 2022 — Present



Design Mentor at Design Lab

Providing professional mentorship, design feedback and guidance globally for students in an academic capacity across intensive bootcamp courses in product design, UX/UI, user research, and career guidance through weekly video calls and assessment of portfolio work and design challenges across responsive web and native app design.

- assessment of progression through course framework and provide industry best practice, design critiques and design tool support
- provide career services support and coaching to enable junior product designers to secure their first role in product design
- successfully mentored over 30 students to enable their graduation from UX Foundations through to UX Academy courses

Jan 2019 — Present



Technical Reviewer at Apress Publishing

Subject Matter Expert in areas of UX/UI design, user research, accessibility and inclusive design, providing feedback and guidance to authors publishing books in these areas as a technical reviewer.

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Experience (cont.)

Apr 2020 — Aug 2023



Head of Design at Capita Public Services

Built and led a high performing cross-functional product design team (UX Designers, User Researchers, Content Designers) from a team of specialists advocating a design thinking approach to solving problems and addressing user needs following the Government Design System and Service Manual. Crafted services that were WCAG 2.1 AA compliant and established a Community of Practice to enable the organisation to increase and promote accessibility awareness and inclusive design best practices.

- led and facilitated the product design strategy and implementation for a grant management service for Department for Education which supported a total of 38k students enabling them to access grant funding worth £105 million for student placements across 150 destinations
- led the design vision for a grant management platform for Department for International Trade enabling 200 SMEs each month to apply for up to £38 million of co-investment grants to enable internationalisation for their businesses
- implemented the design strategy on complex projects such as BBC, including design thinking, user journey mapping, storyboarding, as well as planning and facilitating discovery and design workshops across multiple industries and through all levels of senior management and a variety of stakeholders across the business
- created a cross-product UX process framework following an agile iterative design approach to be used within the organisation to create design consistency and standardisation

Nov 2019 — Apr 2020



User Experience Designer at Orangebus

Performed UX designer consultant role in a service design agency to support the design and delivery of a Salesforce driven solution to improve existing product offerings for a financial projections and forecasting suite of tools for financial advisors through co-design, double diamond model and a series of workshops.

- facilitated ideation sessions, usability testing and worked with a team of researchers and content design specialists to create a scalable modular solution which transformed a single suite of products into a SaaS subscription service model
- performed user research and data analysis to turn insights into actionable results
- crafted customer journey maps for 'as is' and 'to be' journeys and communicated design decisions through wire framing and prototyping
- created high fidelity UI designs using design software

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Experience (cont.)

Mar 2019 — Nov 2019

Head of UX/UI Design at Alt Labs Innovation Consultancy

AltLabs

Provided design expertise and leadership both internally and externally to support our design sprint initiatives for local and national client projects. Provided consultancy advice and thought leadership to start up companies on design and UI best practices, and supported with creating interactive and engaging PoC prototypes for accelerator programmes and funding opportunities. Crafted design pattern libraries and branding.

- facilitated design thinking workshops and sprint innovation sessions
- led the UX strategy and created and facilitated workshops with Transport for Wales and National Express for innovation programmes

Dec 2018 — Mar 2019

Senior UX/UI Designer at Accenture

accenture

Provided design expertise using the Design Thinking framework collaborating with Department for Work and Pensions (DWP) and their innovation team to help map out and optimise citizen experiences through intelligent automation and robotic processing of applications. Maintained and updated design and UI patterns and UX standards across client projects. Managed scope, capacity and priorities across a large portfolio of projects in both Discovery and Delivery agile work streams. Translated business requirements into user needs, working within our technology capabilities and limitations and optimising and enhancing the current experience.

- analysed and mapped out information architecture for complex software solutions and identified opportunities for automation enhancement and process optimisation
- mentored junior design team members and established design critiques

Aug 2017 — Dec 2018

UX/UI Designer at Accenture

accenture

UX/UI Design and accessibility consultancy with HMRC, Student Loans Company and DWP teams to help manage and deliver their transformation programme to centralise and modernise their systems to serve as a single source of truth across internal government departments. Defined, advocated and delivered a design vision in line with business goals and user needs with senior stakeholders and leadership. Design system and style guide implementation following GDS guidelines and validating through qualitative and quantitative user research. Established Communities of Practice across departments to ensure effective communication among stakeholders and regular design reviews between teams to ensure high quality and performed WCAG 2.1 AA accessibility audit and SME guidance to development and engineering teams on how to implement code updates to ensure compliance

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Experience (cont.)

Jul 2014 - Aug 2017



UX Designer and Web Developer at JoyceDigital

Part time freelancing with a number of clients optimising their websites to increase engagement, developing PoC prototypes for design pitches, performing UX audits, and creating branding and logo assets for small businesses.

Feb 2012 — Aug 2017



Application Support Developer at AXA Insurance

Provided third line technical support and code fixes to the AXA suite of insurance products including partner products such as Swiftcover, Lloyds, TSB and TUI travel. Ensured the customer experience was optimised and that bug fixes and change requests were provided within required SLAs.

- triaged and recreated customer raised system issues, crafted cross-platform system improvements and ensured code fixes followed quality standards
 - mentored with the UX team to understand UX processes and techniques and understand company design system and process
 - performed user research in our call centres to understand how staff experience was benchmarked and how system improvements were rolled out
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Education

2014 — 2017

MSc Computing (UX Design) | Distinction | Teesside University

2008 - 2011

BSc (hons) Music Software Development | First | Teesside University

Professional Certifications

Mar 2024

Advanced Figma Training Program (Figma Academy) | Maven

Mar 2024

Enterprise Design Thinking - Team Essentials for AI | IBM

Mar 2024

Enterprise Design Thinking Practitioner | IBM

Mar 2022

Certified Practitioner of Human-Centered Design | LUMA Institute

Dec 2021

UX Certified in UX Management | Nielsen Norman Group

Additional Mentoring

2022 — Present

ADPList Mentor | Design, Product Research & Content Writing