

KATHERINE JOYCE

DESIGN LEADER, MENTOR & PRINCIPAL / LEAD DESIGNER

View my portfolio at: www.joycedigital.com | [LinkedIn](#) | katherine@joycedigital.com | +44 (0) 7411770084

SUMMARY

Design leader and hands-on designer with extensive delivery experience with designing and implementing complex enterprise SaaS products, travel and transportation, UK government services and financial banking systems. With over 11 years of experience within the UX and Product Design space, specifically with large scale delivery driven organisations and in fast paced environments, I have performed user research, including user interviews and usability testing, implemented analytics solutions, and highlighted the importance of metrics in UX to track performance and usage.

Proven expertise in leading design strategies, building and scaling design teams, and ensuring accessibility and usability in complex, data-driven services and SaaS products. Adept at guiding multi-disciplinary teams to deliver impactful user experiences. Experienced at promoting user experience principles to all levels of stakeholders and clients, and confident planning UX strategic initiatives to enhance and transform existing or new product ideas.

EXPERIENCE

UX/UI Director & Principal UX/UI Designer | Unisys

Aug 2023 – Feb 2025 (full-time, remote)

Combined role consisting of UX strategic leadership direction and hands-on delivery as a Principal Product Designer. Promoting inclusive and accessible design best practices, design system creation, user centric design strategy and thought leadership. Scaling and increasing UX maturity and standardising methodology and processes promoting the value and benefits of UX/UI modernisation through Design Thinking and UX Methods. Leading the design vision and promoting user centric design backed by metrics (including analytics and performing user research) throughout multiple projects across financial, travel and transportation, and enterprise computing product solutions for B2B and B2C SaaS products.

- **Leadership & Strategy:** Planned and delivered a UX/UI Modernisation project for a complex financial enterprise SaaS product used by UK banks and building societies, introducing new branding and theming concepts, and exploring AI and machine learning applications to enhance user training and knowledge dissemination.
- **Innovation:** Developed an interactive prototype showcasing the application of Generative AI in cargo logistics, presented at the FreightWaves conference, leading to potential new contracts.
- **UX Metrics:** Implemented analytics platforms to existing products and planned and conducted user research to establish user experience baselines and promote further UX enhancements.
- **Thought Leadership:** Delivered presentations at global Unisys events on Design, Accessibility, UX Transformation, and UI Modernization.
- **Design Delivery:** Standardised products through Design Systems and Component Libraries to increase efficiency and to create a centralized source of truth on a combination of native mobile app and responsive web projects
- **Team Development:** Led a design community of over 20 members, providing mentorship, design reviews, and fostering a culture of continuous improvement, and recruited new design team members.

EXPERIENCE

(continued)

Design Mentor | DesignLab

May 2022 – Present (part-time, remote)

Remote global mentoring of over 100 students in different timezones in an educational capacity with portfolio reviews and design guidance to help inspire new and junior designers.

- **Mentorship:** Provided coaching and professional guidance to global students in product design, accessibility, information architecture, user research, and interaction design for responsive web and native mobile applications.

- **Tool Proficiency:** Assisted students in mastering design tools such as Figma and Optimal Workshop for user research tasks.
- **Inclusive Design:** Providing guidance on inclusive design best practices and tools and resources to help designers communicate accessibility requirements to wider teams.

Technical Reviewer | Apress Publishing

Jan 2019 – Present (part-time, remote)

Remote SME for upcoming book releases providing research and guidance to authors.

- **Subject Matter Expertise:** Reviewed publications on UX/UI design, user research, accessibility, and inclusive design, offering feedback to authors to ensure accuracy and relevance.
- **Contributions:** Participated in the review of notable works, including "Approachable Accessibility", "Practical Web Inclusion and Accessibility", "Practical UI Patterns for Design Systems" and "Quantitative User Research"

Head of Design | Capita

Apr 2020 – Aug 2023 (full-time, remote)

Combined role consisting of UX strategic leadership and management with hands-on delivery as a Lead UX/UI Designer. Building, leading and scaling the high performing User Experience Design, User Research and Content Design teams to ensure we create user-centric intuitive products that fulfil user needs and help solve complex problems in a simplistic way with a high-impact multi-disciplinary product design team.

- **SaaS Delivery:** Planned the UX strategy, and delivered high traffic products and services that followed GDS and WCAG 2.1 standards for the Department for International Trade, the Department for Education and BEIS through Agile ways of working using User Experience Design and Service Design principles.
- **UX Strategy:** Led the product design and research strategy for a variety of client projects and planned team resourcing and road mapping of deliverables specifically including user journey mapping, information architecture, design reviews and other UX and design thinking methods with the BBC on a UX transformation project
- **User Research:** Planned and conducted user research such as user interviews, stakeholder interviews, usability testing and A/B testing for a range of client projects
- **Collaboration:** Planned and facilitated discovery and design workshops across multiple industries and through all levels of senior management and a variety of stakeholders across the business.
- **Agile:** Crafted a cross product UX process framework following an agile iterative design approach to be used within the organization to create design consistency and standardization.
- **Accessibility Maturity:** Established a Community of Practice for accessibility to promote inclusive design best practices and awareness throughout the organization.
- **Design Leadership:** Led design initiatives across various sectors, collaborating with stakeholders to deliver user-centric solutions.
- **Team Management:** Built and scaled cross functional design teams, fostering a culture of innovation and excellence.

User Experience Designer | Orangebus (UX & Service Design Agency)

Nov 2019 – Apr 2020 (full-time, on-site)

Performed a UX Design consultant role to support the design and delivery of a Salesforce driven platform improvement to an existing product offering for a financial projection and forecasting suite of tools for financial advisors through co design, following a double diamond design approach, and facilitating a series of workshops. and creating interactive prototypes

- **Collaboration:** Performed usability testing, ideation sessions 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 B2B SaaS subscription service model.
- **User Research:** Performed user research, data analysis and reviewed analytics data to turn insights into actionable results and created high fidelity designs using Sketch and Axure design software.

- **Service Design:** Delivered customer journey maps, personas and service blueprints to fully understand pain points and opportunities and communicated design decisions through flow mapping and interactive prototyping.

EXPERIENCE (continued)

Head of UX/UI Design & Lead UX Designer | AltLabs (Innovation Consultancy)

Mar 2019 – Nov 2019 (full-time, on-site)

Provided UX strategy and thought leadership to start-ups participating in accelerator programmes to secure funding opportunities, focusing on interactive prototype creation, design patterns and branding, product pitching and design thinking.

- **Co-Creation Workshops:** Facilitated design thinking workshops and sprint innovation sessions with Transport for Wales (TfW) and National Express.
- **Branding & Prototyping:** Created interactive and engaging PoC prototypes for accelerator funding programmes, provided design consultancy and delivered visual design and branding, including style guides, animation and logo creation.

Senior UX/UI Designer | Accenture

Dec 2018 – Mar 2019 (full-time, on-site)

Worked across multiple central UK government services and on internal innovation lab work. Specialist in WCAG compliance and accessibility best practices.

- **Opportunities for AI:** Mapped out and delivered enhanced DWP user journeys and information architecture and identified where intelligent automation and robotic processing could help optimize the citizen experience.
- **User Research:** Delivered interactive Axure prototypes for client projects and performed usability testing and user research sessions.
- **Agile Working:** Translated business requirements into user needs, managing scope and capacity across a large portfolio of projects both in Discovery and Delivery agile workstreams.
- **Journey Mapping:** Analysed and mapped out information architecture for complex software solutions and identified opportunities for automation enhancement and process optimization.
- **Design Leadership:** Mentored junior design team members, established design critique sessions and feedback calls, and maintained and updated design standards and UI patterns across multiple projects.
- **Prototyping::** Delivered interactive prototypes using Axure and InVision for client projects and performed usability testing for new product concepts.

UX/UI Designer | Accenture

Aug 2017 – Dec 2018 (full-time, on-site)

Delivered accessible, intuitive and user centric designs for both internal and external clients. Worked on innovation and UK Government transformation projects.

- **UX Transformation:** Provided UX/UI Design and accessibility consultancy with HMRC, Student Loans Company, and DWP to help manage and deliver their transformation programme to centralise and modernize their systems to serve as a single source of truth across internal government departments.
- **Stakeholder Management:** Defined, advocated and delivered a design approach in line with business goals and user needs with senior stakeholders and leadership.
- **Design Systems:** Delivered a design system and style guides following GDS standards and validating through qualitative and quantitative user research.
- **Collaboration:** Established Communities of Practice across departments to ensure effective communication among stakeholders and regular design reviews between teams to ensure high quality and alignment.
- **Accessibility:** Performed accessibility audits and provided SME guidance to development and engineering teams on how to implement code updates to ensure WCAG accessibility compliance.

UX Designer and Web Developer | JoyceDigital

Jul 2014 – Aug 2017 (part-time, on-site)

Performed branding, logo, website and UX/UI Design for a variety of clients advising on usability best practices and integration with social media platforms.

- Developed interactive prototypes for design pitches and helped increase website engagement
- Designed and built responsive websites using HTML, CSS and Javascript

EXPERIENCE

(continued)

Application Support Developer | AXA Insurance

Feb 2012 – Aug 2017 (full-time, on-site)

Provided third line technical support to the AXA suite of insurance products, and to our partner products Lloyds, Countrywide, Swiftcover, TSB, and TUI Travel, optimising the customer experience and delivering bug fixes within required SLAs.

- Organised user research sessions with call centres to understand bugs and replicate issues
- Delivered code fixes for front-end and back-end areas of the software suite of products

EDUCATION

MSc Computing (UX Design) | Teesside University

2014 - 2017 (part-time, on-site)

- Awarded a Distinction

BSc (hons) Music Software Development | Teesside University

2008 - 2011 (full-time, on-site)

- Awarded a First

CERTIFICATIONS

- **Figma Academy Advanced Training Program** | Maven | Mar 2024
- **Enterprise Design Thinking – Team Essentials for AI** | IBM | Mar 2024
- **Enterprise Design Thinking Practitioner** | IBM | Mar 2024
- **Certified Practitioner of Human-Centered Design** | LUMA Institute | Mar 2022
- **UX Certified in UX Management** | Nielsen Norman Group (NNg) | Dec 2021

SKILLS

Design & Collaboration Tools

Figma, FigJam, Axure RP, Miro, Balsamiq, InVision, Sketch, Adobe Creative Suite, Visio, Lucidchart

Research & Analytics Tools

Lookback, Optimal Workshop, Pendo, Smartlook, Google Analytics, DataDog

AI & Project Management Tools

ChatGPT, Microsoft Copilot, Confluence, Azure DevOps, Jira, Trello

Front End UI Frameworks & Tech Stacks

Microsoft Fluent, Material Design, MUI, React, Salesforce, HTML, CSS, JavaScript, jQuery, iOS

Methodologies and Standards

Agile, Waterfall, Scrum, Kanban, DSDM, Design Thinking, Double Diamond, Lean UX, WCAG 2.1 & WCAG 2.2 Accessibility Standards, Government Design Principles, GOV.UK Design System (GDS)

UX & UI Methods

User Research, Usability Testing, A/B Testing, Information Architecture, Service Design, UI Design, Customer Journey Mapping, Card Sorting, Prototyping, Design Systems, Workshops

Design Leadership

Strategic Vision, Team Building, Coaching & Mentoring, Management, Recruitment, Public Speaking
