



Ben Jest

Design Lead

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simplythejest.com

Over 10 years of design experience across multiple industries, currently leading the User-Centred Design team within Capgemini Invent's Business Technology unit. The longest-standing member of the team, fostering a community of nearly 100 designers and researchers. Recognised advocacy in supporting the growth of others having played a key role in developing pathways for team members and serve as a mentor to junior colleagues.

Practical and consulting expertise that has been applied across various organisations, most recently as the Government Gateway Design Lead at HMRC, and now as a Principal/Senior Interaction Designer at the Home Office.

Experience

UCD Lead | Capgemini Invent

Nov '20 - Present

- Set standards for recruiting, leading to growth of 100+ practitioners, with a rich culture and under 8% rate of attrition.
- Mentor with one to one support and in group dynamics such as facilitating crit sessions.
- Support professional development of designers through learning and development pathway featuring industry recognised certifications.
- Selected for and participated in Invent Manager Academy and Connected Manager training, gaining valuable techniques.
- Responsible for placing over 40 designers and researchers in Home Office roles in the last 12 months.

Principal/Senior Interaction Designer | Home Office

Jan '24 - Present

- Working alongside other principles to set strategic direction for range of services across UK Visas and Immigration.
- Apply agile approach and strategic direction for range of services across UK Visas and Immigration.
- Advocate for UCD, running pioneering sessions with rules simplification and policy teams to encourage better collaboration.
- Community champion, running communities of practice calls, sharing best practice and contributing to HO Design System.
- Lead on eVisa service assessment where a green rating was achieved.
- Expert practitioner, designing easy to use services in complex business areas such as the Ukraine Permission Scheme.
- Producing high quality artefacts with version control and hosted on Heroku.

Skills

10+ years in UX/UI Design
Security Cleared
Wireframing
Mockups
GDS Prototyping
Accessibility practitioner
Stakeholder management
Design thinking
Agile practitioner
NNG Certified

Tools

VS Code
Github
Heroku
Miro/Mural
Confluence
Jira
Figma
Adobe Suite

Education

Bucks New Uni.

BSc, Web Development
2009 - 2012

City College Norwich

BTEC ND in IT
2003 - 2004

O.B.H.S 9 GCSEs
2002

Design Lead | HM Revenue & Customs

March '22 - Dec '23

- Responsible for a team of 8 user-centred designers and front end developer.
- Iterations on existing services and lead HMRCs design strategy for integration with One Login.
- Active within communities of practice and as a RAD assessor for interaction design.
- Managing work priorities with senior leadership ensuring UCD involvement across the delivery.
- Maintaining design assurance as RAD assessor.
- Innovating through design with the "Scenario builder" One Login prototype, allowing stakeholders to interact with designs.

Senior Interaction Designer | HMRC

Nov '20 - March '22

- Working across various multidisciplinary teams such as the Mobile app and MODS team.
- Delivered successful private beta, public beta and live launches. Including GDS service assessments.
- Engaging storyteller, performing show and tells to large groups such as walking through a journey with 140 border force staff.

References

Available on request

My portfolio is available at [simplythejest.com](https://www.simplythejest.com)

Please be aware some designs are under NDA. I can give some detail at interview.