Graphical user interface, diagram

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**Lee Godfrey**  | [leegraphica@gmail.com](mailto:leegraphica@gmail.com) **| 0044 7772 805827**

**Technology:** Axure RP Pro, Sketch, Figma, Adobe: XD, Photoshop, Illustrator, Dreamweaver, Captivate, AB & MVT testing methodologies & evaluation, SVN, Agile methodology, JIRA, CMS: Plumtree, Epiphany, BCC, Concrete, MS Office.

**Overview:**

• On gov.uk projects, ensuring the project is within the GDS service standard with GDS design patterns

• Last 3 gov.uk contracts included GDS alpha assessment requiring my design input, and resulted in all 3 passing the assessment

• Extensive experience of sketching/designing the UII/visual concepts for web applications, iOS and Android, B2B, SaaS, and visual storyboarding**.** A track record of creating wireframes in Axure and Sketch, to display UX deliverables in terms of the principle end-to-end user journeys, for key stakeholders and product owners

• Extensive experience of creating design pattern libraries, and implementing across range of devices

• Create process flows to illustrate the proposed screen sequence(s), and point to point user journey and use case

• Experience of evaluating user research, participating in user testing, creating A/B prototypes specifically for user testing

• Experience of capturing end user requirements with key stakeholder engagement and translating these into wireframes; and the resulting iterative process of amending the wireframes to meet evolving requirements and to validate the end user’s needs and requirements.

• Effective UX and best practice methodologies via UCD.

• Disciplined working in the Agile environment, active participation in daily Scrum meetings

• B2C & B2B

• Highly confident in presenting design concepts and explaining design rationale

**Portfolio link**

[**https://www.designstudio.live/portfolio.html**](https://www.designstudio.live/portfolio.html)

**Gov.uk prototype designs:**

**DHSA/NHS Digital**

<https://y87yw2.axshare.com/> [password: jaguar]

**CQC/NHS Digital**

[https://p2jcg9.axshare.com](https://p2jcg9.axshare.com/)  [password: Jaguar]

**Big Energy Saving Network**

[https://yeejeo.axshare.com](https://yeejeo.axshare.com/)

**Energy Technology List**

[https://a8ulcu.axshare.com](https://a8ulcu.axshare.com/)

**Heat Network Investments Project**

[https://95q86y.axshare.com](https://95q86y.axshare.com/)

**Private sector iOS/Android/web apps:**

**The Daily Mail "Today I'm wearing” iOS native app**

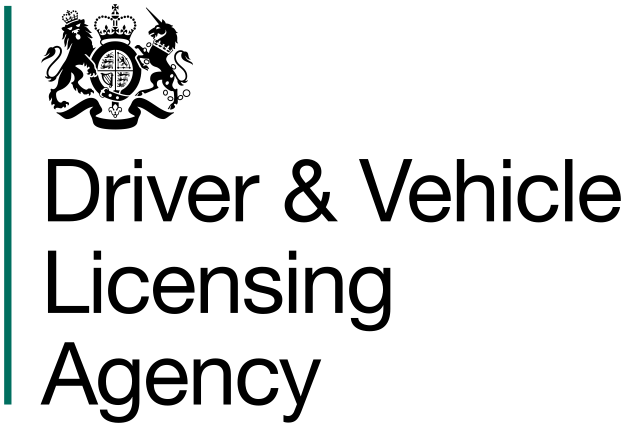
[https://itunes.apple.com/gb/app/tiwfashion/id573152478?mt=8&ign-mpt=uo%3D4](https://itunes.apple.com/gb/app/tiwfashion/id573152478?mt=8&ign-mpt=uo=4)

**Orange “Rendezvous” TV iOS native app**

[https://itunes.apple.com/fr/app/tv-dorange-l-tv-live-et-replay/id308816822?mt=8](https://itunes.apple.com/fr/app/tv-dorange-la-tv-live-et-replay/id308816822?mt=8)

**Qualifications:** BA Design - Manchester University.

**Personal:** Fluent French. Interests: music production with Logic Pro, DV film-making, European cinema, digital photography, cycling, gym & canoeing.

**Work experience:** Please note most of my design work is on my personal laptop, which can be shared in an interview/video call.  
  
  


**DVLA  
Senior Interaction Designer | November 2023 – August 2024**

Working at the DVLA as an interaction designer/service designer on the enhancement and ongoing transformation of primary services for the public - current specific project is the service to obtain a duplicate V5 and tax your vehicle, and the new DVLA account service, allowing users to manage all their driving needs in one place.

**Start up e-learning business  
Design business | October 2022 – October 2023**

Set up my own business, offering interactive online video modules for e-learning, focused primarily on all aspects of user centred design and GDS principles. Completion of the course by candidates resulting in accreditation.



**Insolvency service  
Senior Interaction UX Designer | May 2022 – August 2022**

Working at The insolvency service as an interaction designer/service designer on the digital transformation of primary services for creditors and debtors going through a money reclaiming process.

**ONS  
Senior Interaction UX Designer | Nov 2021 – Nov 2021**

Working at ONS as interaction designer.

A picture containing shape

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**NHS**

**Senior Interaction UX Designer | Jan 2021 – June 2021**

Working at difrent on a variety of projects, including the NHS Business Services Authority as an Interaction Designer, creating prototype visuals using the GDS design toolkit and patterns, and paying attention to the GDS design standards/

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**BEIS**

**Senior Interaction UX Designer | July 2020 – December 2020**

Working at BEIS on the carbon trading platform, primarily on creating a digital transformation of a paper application service to apply for a permit for carbon emissions. This involves very complex interactions on screen whereby there are many variables with data input fields based on both existing user input and new data input.  
I was present for a GDS alpha assessment (conducted remotely due to the current situation), which resulted in the alpha phase of this project, successfully passing.

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**Ministry of Justice**

**Senior Interaction UX Designer | February 2020 – July 2020**

Working as part of the Digital Transformation Project at the Ministry of Justice, on Crime Program Reform service, creating screen-based workflows from legacy paper-based workflows, capturing initial stakeholder requirements, producing sketches, lo-fidelity wireframes and interactive prototypes.

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**Ministry of Justice, JAC  
Senior interaction UX Designer | November 2019 – December 2019**

Working on the JAC public facing site, iterating the prototype design in Axure, according to a testing schedule and evolving user needs. Liaising with the product manager, key stakeholders, and user researchers to ensure we are creating a relevant and engaging UI. Also working on creating staff side dashboard screens including data visualization.

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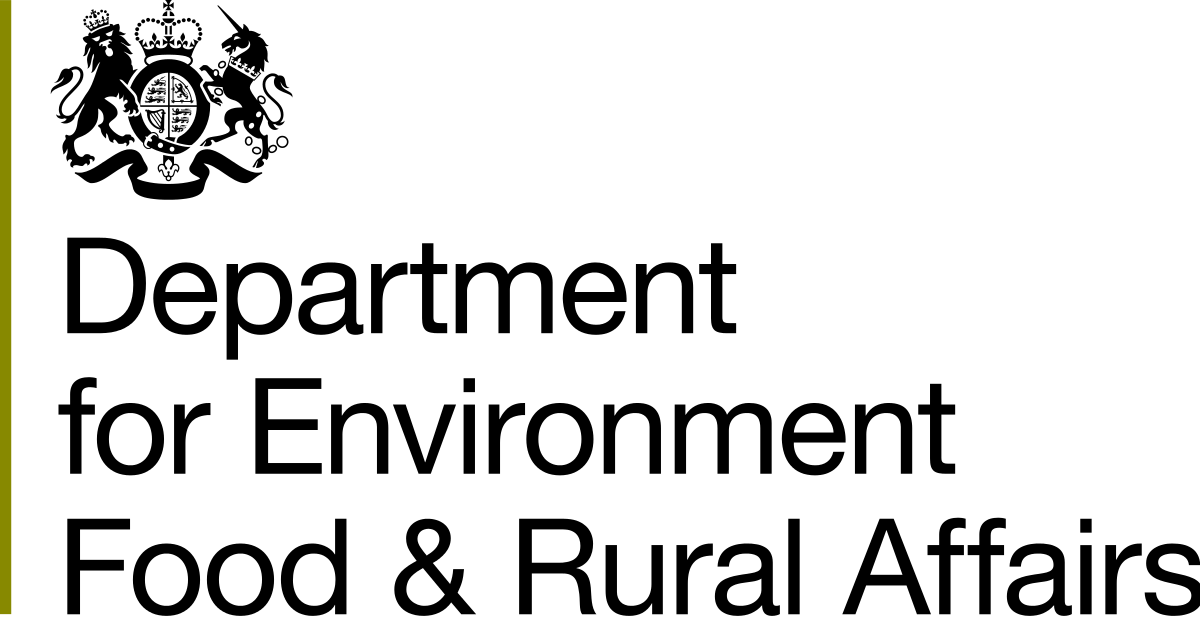
**Designer Noilee Publishing | June 2019 – November**

Setting up a digital publishing business, Noilee Publishing Ltd, designing & publishing a book on how to reverse type 2 diabetes, setting up the website.

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**Senior interaction UX Designer | January 2019 – May 2019**

Working on the Care Quality Commission public facing site, iterating the prototype design in Axure, according to a testing schedule and evolving user needs. Liaising with the product manager, key stakeholders, and user researchers to ensure we are creating a relevant and engaging UI, allowing end users to reach their objectives as easily as possible.



**Senior interaction UX Designer | September 2018 – January 2019**

Working on the gov.uk site at DEFRA, as part of the Digital Transformation Strategy, to convert all paper based animal export applications to a single sign on digital process. Creating lo-fi and hi-fi wireframes in Axure, presenting these back to the Product Owners, and iterating accordingly..



**Senior Visual Designer | February 2018 – July 2018**

Working on the Avios iOS and Android app, creating the UX screen flows, creating user personas, defining the user journey via process mapping, undertaking user research and testing, redefining navigation, designing the graphical elements such as tab bars, hero images, interactive buttons, and creating interactive responsive prototypes using Sketch, Axure, Photoshop and Invision, to present to key stakeholders, with subsequent iteration.

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**Senior Interaction UX Designer | April 2017 – December 2017**

Working as part of the Digital Transformation Project at the Ministry of Justice, on the Civil Money Claims gov.uk service, creating screen-based workflows from legacy paper-based workflows, capturing initial stakeholder requirements, producing sketches, lo-fidelity wireframes and interactive prototypes. Using experience labs for user testing, after initial collaboration with User Researchers and BAs.

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**Senior Interaction UX Designer | October 2016 – March 2017**

Working as part of the Digital Delivery Team at BEIS, on the wider gov.uk digital transformation project, creating screen-based workflows from legacy paper-based workflows, capturing initial stakeholder requirements, producing sketches, lo-fidelity wireframes and interactive prototypes.

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**Senior UI & Conceptual Visual Designer | June 2016 – September 2016**

Freelance work with some private clients, creating interactive prototypes for mobile first applications and B2B web applications, including lo-fi wire framing and visual storyboarding. Capturing requirements from key stakeholders and creating the appropriate user journeys.

**bg_logo**

**Senior Visual Designer | March 2016 – May 2016**

A B2B, project creating the UX screen flow for an internal reporting web application – initially using Axure for the lo-fidelity wireframes, to get sign-off from the key stakeholder, then Photoshop/Sketch/InVision for high fidelity visuals, then creating a visual storyboard with clickable screens.

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**Senior UI Designer | January 2016 – March 2016**

Creating the main user journey for a web portal for gov.uk, for Business Innovation & Skills. Working closely with key stakeholders to define the User Journey from existing and evolving User Stories. Working in Agile to provide iterative solutions to differing requirements and complex functionality.

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**Senior UI Designer | August 2015 – December 2015**

Freelance work with some private clients, creating interactive prototypes for mobile first applications and B2B web applications, including lo-fi wireframing and visual storyboarding. Capturing requirements from key stakeholders and creating the appropriate user journeys. Not working in Agile, but reporting directly to the key stakeholders and iterating the visual designs accordingly.

**TalkTalk_logo**

**Senior Visual & UX Designer | April 2015 – July 2015**

Creating new functionality in Axure wireframes for a new consumer fibre optic proposition. Working with key stakeholders directly to capture their evolving requirements. The existing visual design is consistent, but I am creating various screen furniture such as new icons, graphic components.

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**Senior UI/UX Designer | April 2014 – March 2015**

Designing the visual interface for OB10’s new corporate identity, Tungsten Bank, for an on-boarding web/iPad application and the brand new e-Invoicing portal, working directly with stakeholders and presenting UI/UX deliverables. The new UI was created with a view to reach a B2B target market, with a specific database of corporate clients with high market capitalization.

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**Senior Visual & UX Designer | December 2013 – March 2014**

Designing the UI for Network Rail’s new iPad app – defining the colourway, brand values and corporate identity, into an app to promote Network Rail in the UK. Every day at the stand up (Agile methodology), I would present my new UX prototype, which had taken into account new required functionality and any new user journeys, based on the stakeholder’s changing requirements.

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**Lead Visual/UX Designer | December 2012 – September 2013**

Creating the UX for British Airway’s Executive Club digital enhancement project – ensuring the new Visual Standard Guidelines are adhered to and the best possible user engagement demographic obtained to increase conversion for the Executive Club. Creating lo-fi wireframes to capture the user journey, and hi-fi wireframes with complete BA visual styling.

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**Senior UI/UX Designer | September 2012 – December 2012**

Creating the UI for Heart Radio’s web app planning and booking advertising space on Heart Radio, both for airtime and non-airtime advertising products. Capturing the client’s requirements and outputting the user journeys into Axure lo-fi wireframes.

**dailymail_logo**

**Visual designer for native apps | June 2012 – August 2012**

Working at The DailyMail Online/DMG Media on a combined web app/iOS native app – defining the user journey in Axure with lo-fi wireframes and for the native iPhone app, defining the user journey with html clickable visuals to show the user-action and functionality for iOS gestures etc.

**samsung**

**Senior Visual designer/native app | December 2011 – April 2012**

Working at Samsung as a UX/UI designer, on various B2B projects for Android phone and tablet devices. The work involved capturing stakeholder requirements, expressing the principle user journey through lo-fidelity wireframes, and creating conceptual visuals for the UI.

**Work experience prior to 2011**

**M&S**

iPad design

**NatWest Markets**

Head of Design Department

**British Gas**

UI Designer

**Thomson Reuters**

UI Designer

**Imperial War Museum**

Digital Designer

**Sweet and Maxwell**

Senior UI Designer

**BDP Media group**

Graphic Visual Designer

**Data International**

Graphic Visual Designer

**Trinity College of Music at Greenwich University**

Graphic Designer

**The Trainline**

Graphic Designer

**Norwegian Cruise Line**

Senior Graphic Designer & Web Editor

**BT**

Graphic Designer

**BP**

Senior Designer

**BP Gas Marketing Ltd**

Senior Designer

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