

## Ashley Wheat

Interaction designer

We Are Margot

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As a skilled interaction designer and user experience practitioner, I've helped numerous high-profile services succeed by solving problems through user-centred design and design thinking. My broad skillset includes expertise in interaction design, user research and service design.

## Skills offered

- Excellent understanding of GDS Service Standard and design principles
- Highly skilled in HTML/CSS prototyping using GOV.UK and NHS prototyping kits
- Rapid prototyping in Sketch, InVision, Figma etc.
- Good knowledge of information architecture
- Extensive experience working on agile teams and lean ways of working
- Confident workshop creation and facilitation
- Upskilling of teams, providing mentoring and training
- Expert usability testing and interview moderation
- User experience planning and strategy
- Expertise and experience of accessibility and designing accessible services

## Previous assignments

### HM Prison and Probation Service

April 2021 - July 2021

Calculate release dates - interaction design

- Led the interaction design for the Calculate release dates service through the alpha and private beta phases
- Designed and iterated working HTML prototypes of the service working closely with content design, user research and other disciplines to ensure user needs are met
- Ran design workshops to understand and formulate a strategy to expand the service to include additional journeys and integrate more widely with other HMPPS digital services
- Worked with the wider HMPPS design community to contribute design patterns for showing release dates and sentence and offence information on other services

## **NHS Digital**

**April 2021 - July 2021**

Coronavirus Vaccination Programme - user research

- Working within the service design team and senior leadership to understand pain points faced by and user needs of staff and providers working on the rollout of coronavirus vaccinations
- Delivering insights and recommendations to inform the future design and rollout of the programme, working alongside the flu vaccination programme

## **HM Revenue and Customs**

**December 2020 - March 2021**

CDS Financials - user research/interaction design

- Delivered a user research and design strategy for a retrospective end-to-end service review, addressing key points from a recent GDS service assessment
- Planned and facilitated a number of usability studies, making design recommendations based on findings
- Implemented a strategy to integrate user-centred design principles and ways of working into the Agile delivery team

## **HM Revenue and Customs**

**August 2020 - December 2020**

API Platform - user research

- Identified and researched user needs to make improvements and enhancements to the HMRC API Developer Hub
- Working with business stakeholders, developed a strategy and process to unlock recruitment and create a panel of third-party software developers to participate in research
- Mentored and trained a junior researcher, sharing knowledge and experience to take over the continued iteration of the service

## **Department for the Environment, Food and Rural Affairs**

**February 2020 - August 2020**

Future Farming Programme - user research

- Led a discovery to identify user needs around farmers and land managers access to and understanding of regulations and legal guidelines
- Reviewed previous research by Defra and other organisations to understand needs around information access requirements and dyslexia in rural communities
- Devised and delivered a discovery report and show and tell to the programme, including scenarios outlining pain points and user needs of farmers

## **ASDA**

**October 2019 - January 2020**

George - user research

- Worked with key stakeholders, facilitating co-creation workshops to understand how personalisation can be implemented on the George website to meet business objectives
- Worked on the design of personalisation concepts and designs and tested and iterated these in a number of usability research sessions
- Embedded a culture of user-centred design within the product team, establishing regular user research and empowering the team to get buy in from senior stakeholders

## **NHS Digital**

**May 2019 - October 2019**

NHS.UK Information Architecture - user research/interaction design

- Planned and led user research on the discovery phase, researching user needs and understanding pain points through a series of generative research labs
- Planned and delivered a series of remote card sorts and tree tests to understand users' mental models when carrying out tasks
- Designed and iterated a proposed navigation structure and strategy for the NHS website based on research findings

## **NHS Digital**

**May 2018 - May 2019**

NHS.UK Redesign - user research/interaction design

- Working with the design team, led regular cadence of usability research sessions, iterating designs and components each sprint
- Prioritised accessibility testing, with over half of users taking part in research having access needs
- Directly influenced the NHS Service Manual and Design System, with an emphasis on accessibility
- Instrumental in devising future product roadmap working on proposals for work on information architecture and the accessibility lab

## **NHS Digital**

**August 2017 - May 2018**

e-Referral Service - user research/interaction design

- Developed a design strategy for future work on the programme, reviewing previous work and articulating user needs
- Supported the usability testing and design iteration of NHS referral letters
- Led user research and made design recommendations on the reporting feature of the service

## Relevant employment experience

### **Sky Betting and Gaming**

UX Researcher

*July 2016 - August 2017*

Led and conducted user research activity across a diverse product portfolio

### **Pacific Northwestern National**

**Laboratories, WA, USA**

Visiting Research Fellow

*August 2015 - September 2015*

Undertook collaborative research on a cyber security defence project within a US Government laboratory, assessing impact, role and responsibilities of defenders in resilient cyber security systems

### **Middlesex University**

Module Leader / Lecturer

*October 2013 - July 2015*

Created and delivered degree level summer school focusing on web development and information architecture. Taught on the Novel Interaction Technologies, Principles of Human Computer Interaction and Web Development modules

## Qualifications and publications

BSc Multimedia Computing (1st class) - Middlesex University, 2012

Publications available here: <https://www.researchgate.net/profile/Ashley-Wheat-2>