

# Dominic Jones

Senior UX engineer / product design / front end



I'm a seasoned web all-rounder, with a broad & deep skillset wrought from over 25 years' in web tech.

I have extensive experience as creative director, webmaster, designer, content designer, user researcher, UX lead, team lead, product designer and front end developer.

I'm a proven design thinker & strategist, confident working in all agile methodologies.

## Personal

**Name** Owen Dominic Jones

**Languages** English, French

**Telephone** +44 (0)7540 847582

**Social** @oddjones

## Software

Sketch

Figma

Framer

Storybook

Adobe CC

Morae

CMS

Adobe target

## Languages & libraries

React

Javascript

Angular JS

C#/Razor

LESS/SASS

HTML 5

CSS 3

## Work

### UX Lead & A11Y Champion @ cloudThing / Kerv Digital 2021 -

Design, code and tech product owner for "telePortal" design systems / React pattern libraries. Code, Design & Strategy on "telePortal GDS" low-code journey builder for UK Government in Next.JS. Lead Accessibility Working Group. Project work for DEFRA, Environment Agency, Dept for Transport, The Scouting Association, and Girl Guides

### UX Engineer @ Blue Prism 2019 - 2021

Responsible for Blue Prism's "Hyperspace" design system & pattern library - created from scratch in Figma / Framer / React / Storybook in 18 months.

### UX Lead @ Dayinsure 2018 - 2019

Product design for FlexInsure mobile app. Redesigned company's customer support website and redeveloped company's customer facing website.

### UX Lead, IDaaS product @ Experian 2016 - 2018

Responsible for UX, product design, usability, accessibility and conversion uplift for Experian's flagship identity verification product in collaboration with UK govt.

### Head of UX @ Liverpool City Council 2007-2016

Responsible for UX & Content teams producing Liverpool.gov.uk, Liverpool Council Intranet and applications. Migrated sites from Tridion to Umbraco. Co-author of Liverpool City Council's digital strategy.

## Professional Skills



## Passions



Cycling



Environment



Making



Running



Reading



Art

me

[about.me/dominic.jones](https://about.me/dominic.jones)

in

[linkedin.com/in/oddjones/](https://linkedin.com/in/oddjones/)

twitter

[www.twitter.com/oddjones](https://www.twitter.com/oddjones)

# Dominic Jones

Senior UX engineer / product design / front end



## A pattern library for membership Orgs

"TelePortal" is a Front-end Pattern library built to enable accelerated delivery of React portal applications for membership organisations back-ended on Dynamics 365 with Azure B2C authentication.

I was responsible for coming up with the design principles, design system (in Figma) and core components (in React/MUI/Storybook) to facilitate non-technical theming of a AA accessible, versioned core platform with client branding.

Teleportal communicates via a set of proprietary APIs with D365 allowing NFP clients similar functionality to Microsoft Dynamics Portals without the license fees. It is currently powering applications for Scouts, Girl Guides and English Heritage.



2022

2023



## Low code GOV.UK journey builder

Building on the technologies and principles of Kerv Digital's "telePortal" product, we have developed a separate GOV.UK themed React component & pattern library, allied to a powerful low-code journey builder which allows non-developers to rapidly build production-ready, D365 back-ended, GDS service-standard-compliant Next.JS applications for deployment to GOV.UK

Taking over in-project responsibility for the product from the developer I have helped foster the development of a "code accelerator" into a full-featured product, currently implementing large-scale applications for two government departments. Day-to-day I work across project and product teams to ensure development of new functionality is in line with the service standard and speed prototype-kit prototypes into production.

## Accessibility Strategist

I volunteered to bring my 20 years' experience in accessibility to bear on defining a strategy for the successful incorporation of inclusive design principles into Kerv Digital (and the wider Kerv group).

I am working on "shift left" principles to ensure inclusive design and accessibility is baked into the entire company ethos through founding and running the Accessibility Working Group.

We are drafting policies not just for client engagement but - ensuring our own products and services meet the strict guidelines we expect for our clients and enabling staff to speak out about their own requirements.

We are fortunate to have feedback channels into Microsoft at high levels allowing our work to have real impact not just for our own clients' users but for everyone.



2023



[about.me/dominic.jones](https://about.me/dominic.jones)



[linkedin.com/in/oddjones/](https://linkedin.com/in/oddjones/)



[www.twitter.com/oddjones](https://www.twitter.com/oddjones)



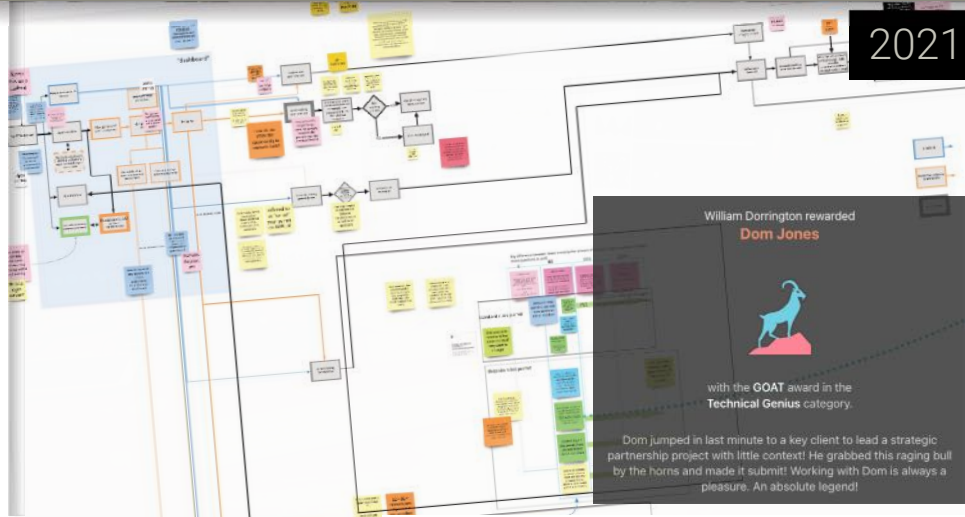
# Dominic Jones

Senior UX engineer / product design / front end

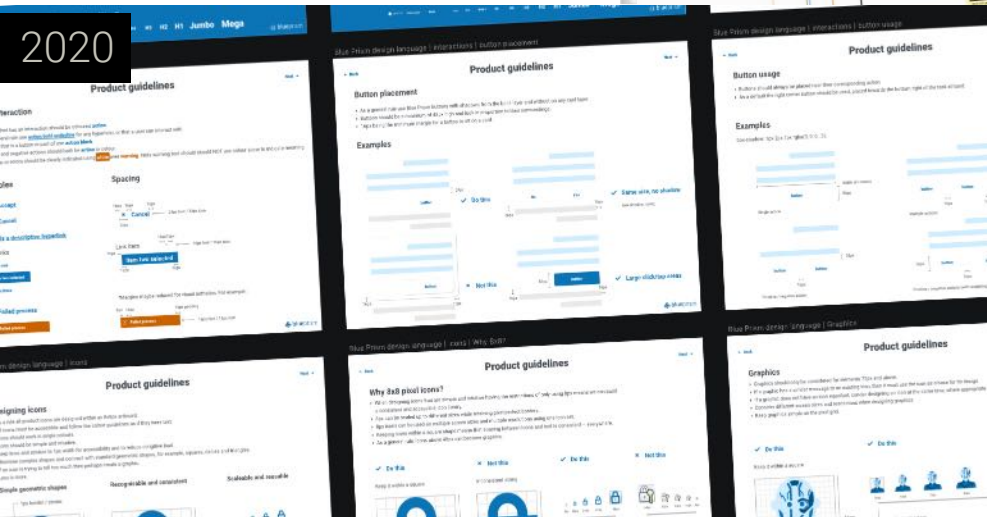
## GOV.UK Alpha discovery

This government department required a digital portal to manage complex licensing and permits from simple personal licences for individuals up to massively complex licences for multiple installations with national security implications.

Stepping in last minute to cover for one of cloudThing's directors I produced the full Discovery piece (scheduled to run for 3 months) from scratch to get the project to GOV.UK alpha in 3 weeks, rescuing a key strategic partnership.



2020



## Design system & Pattern library

In order to take Blue Prism's class leading enterprise RPA software from the Windows desktop to the cloud we created the Hyperspace design system to facilitate Blue Prism's roadmap.

A full featured design system and component / pattern library designed from scratch using Sketch and Figma, prototyped in Framer and built in React using the Storybook platform. It is packaged as a lerna monorepo.

I was responsible for aspects of the whole system: from design, through documentation, code, testing, packaging, CI and deployment

V1 of Hyperspace was released in August 2020.

## Blue Prism Cloud

Blue Prism purchased Thoughtonomy in July 2019 as a means to leverage a faster entry to the cloud-based SaaS marketplace.

Working closely with Thoughtonomy's UI team from the start of 2020 my team of UI devs implemented an almost completely revised UI for the product in just 6 months, making use of our Hyperspace design system.



[about.me/dominic.jones](https://about.me/dominic.jones)



[linkedin.com/in/oddjones/](https://linkedin.com/in/oddjones/)



[www.twitter.com/oddjones](https://www.twitter.com/oddjones)



# Dominic Jones

Senior UX engineer / product design / front end

## Identity provider for GOV.UK Verify

I headed up the UX team for Experian's IDP (identity partner) offering to GOV.UK Verify. I was responsible for all in-house journey creation, liaising with GDS on User Research. I was directly responsible for producing all Prototypes in HTML/CSS/jQuery.

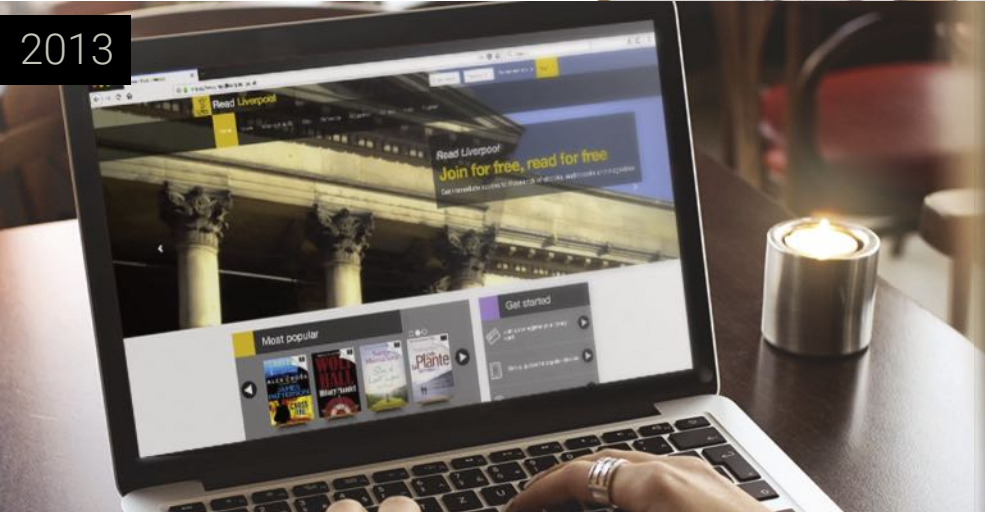
I was responsible for ensuring the product passed all GDS Stage Gating including accessibility Audits (Managing a team of QAs and devs to ensure service-standard compliant code whilst maintaining Experian branding)

My authentication UI was also adopted by Experian for their "creditmatcher" brand where it remains in use today.



2017

2013



## Electronic library for Liverpool

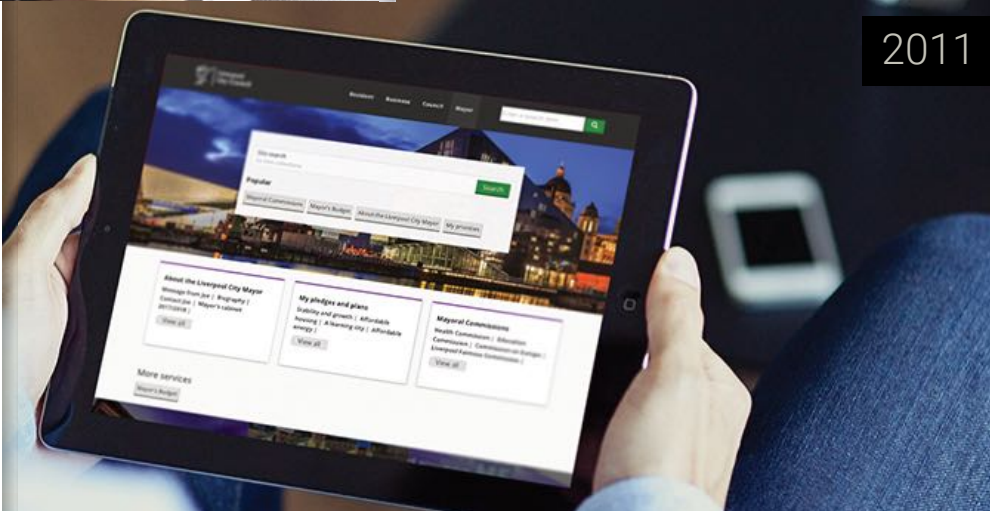
Launched in 2013, ReadLiverpool is a full-featured electronic library for the citizens of Liverpool. I acted as Project Owner, Lead Designer and developed the site from photos to sketch, to mockup, to functional HTML/CSS/Javascript prototype.

Working closely with library staff, the site was extensively usability tested across the full demographic range of Liverpool citizens so as to be as easy to use as possible..

## Liverpool.gov.uk

I worked for Liverpool City Council for 15 years as an integral part of their Digital Services team overseeing 5 design iterations of liverpool.gov.uk.

In 2011 we performed a customer focused "Top Tasks" optimisation of the site which served as the template for a new generation of transactional council websites.



2011



[about.me/dominic.jones](https://about.me/dominic.jones)



[linkedin.com/in/oddjones/](https://linkedin.com/in/oddjones/)



[www.twitter.com/oddjones](https://www.twitter.com/oddjones)

# Dominic Jones

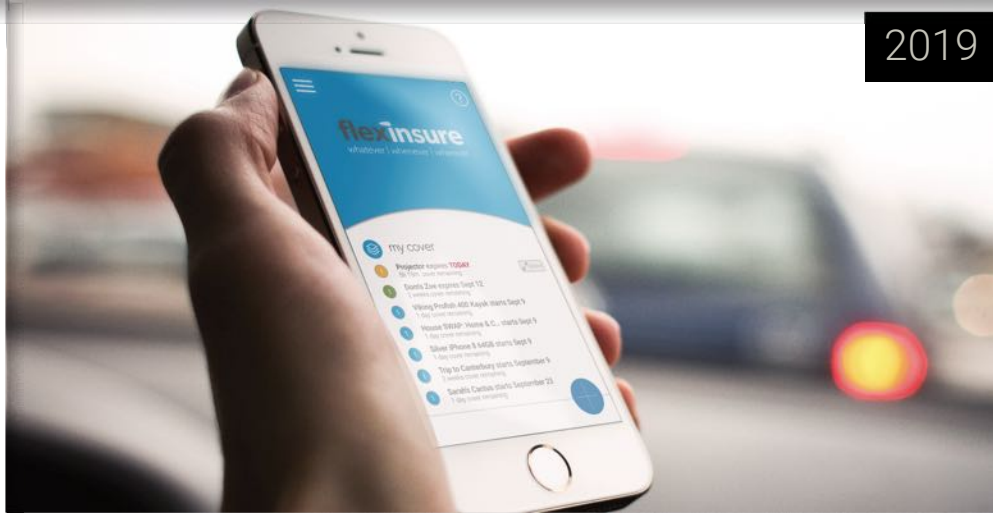
Senior UX engineer / product design / front end



## Game-changing flexible insurance app

Dayinsure wanted to change the way people buy insurance. My role was to come up with an app which allowed a person to buy insurance for anything, anywhere, anytime.

Working hand-in-hand with their product designer we came up with a concept which was demonstrated to Dayinsure's industry leading underwriting partner causing great excitement



2019

2018



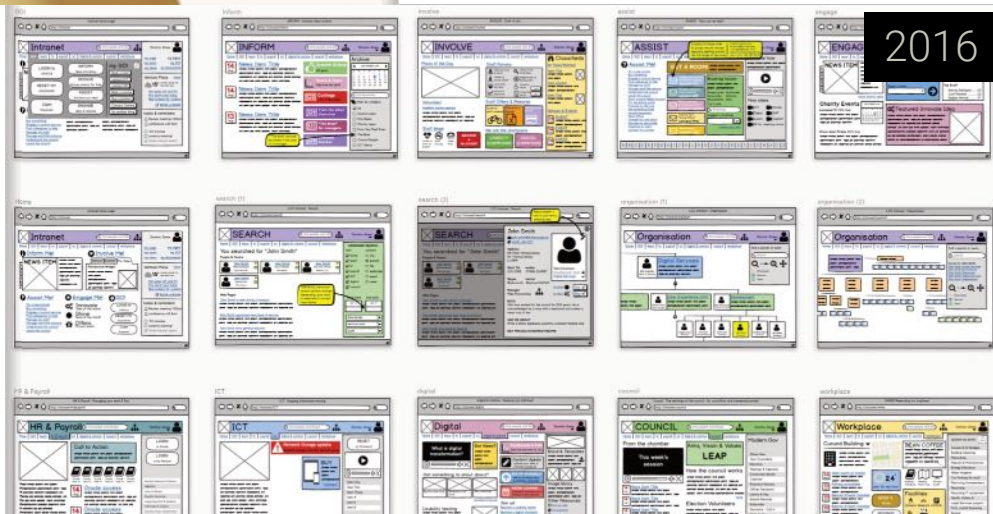
## Multi-site Customer Support Application

Dayinsure offer branded versions of their product to industry partners, so when it came time to redesign their call-centre support application, thought needed to be given to rebranding for white-label design. I performed user research with customer support teams before working up a fully-functional HTML/CSS/JS mockup which formed the basis of the front end of the finished application

## Local Govt Corporate intranet

Liverpool City Council employs over 7,500 staff over 50+ sites. The corporate intranet is a massively important tool for internal communications and self-serve transactions for council staff.

My team undertook an extensive consultation exercise to establish the key tasks and deliverables of the site. Extensive qualitative and quantitative research was performed including staff surveys, Top Task analysis, treejacking of the IA and a new focus around staff location rather than organisational grouping.



2016



[about.me/dominic.jones](https://about.me/dominic.jones)



[linkedin.com/in/oddjones/](https://linkedin.com/in/oddjones/)



[www.twitter.com/oddjones](https://www.twitter.com/oddjones)

# Dominic Jones

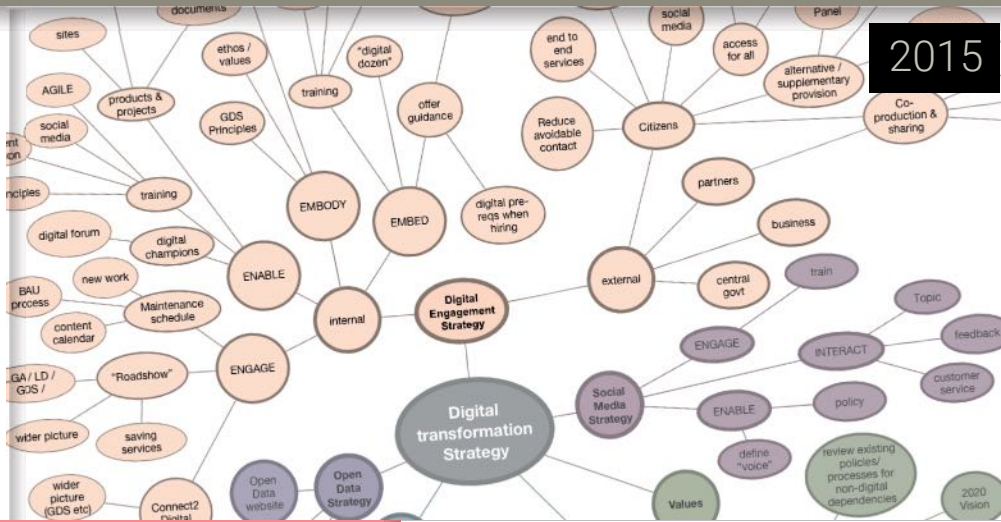
Senior UX engineer / product design / front end



## Digital engagement strategy

Working closely with colleagues across local government nationwide through the "LocalGovDigital" working group I put together the first draft of Liverpool City Council's Digital Transformation Strategy

Focusing on driving improvement out from a small digital team through engagement across the organisation following GDS digital principles.



2015

2015



## Non-profit Digital transformation

I was engaged by the Centre for Alternative Technology (CAT) to undertake an audit and propose a re-organisation of their full digital infrastructure.

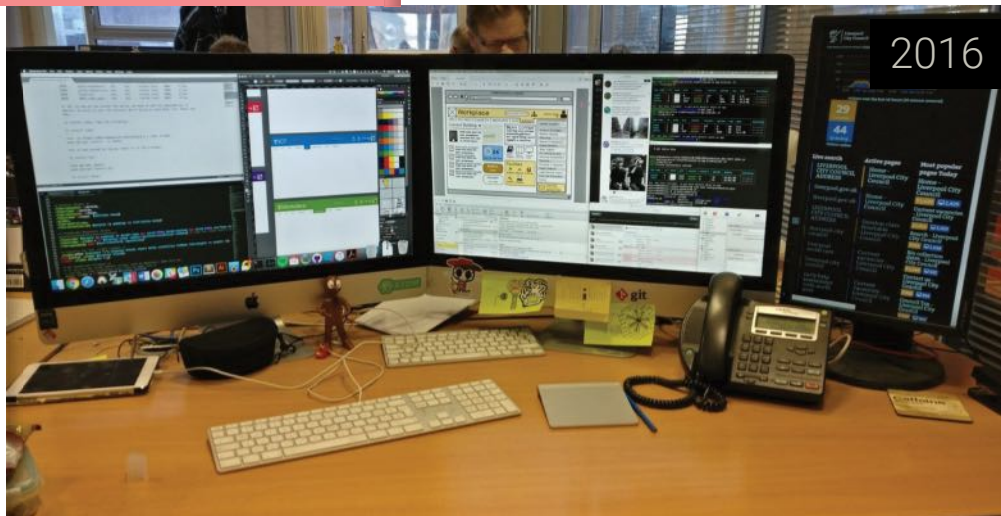
My report, detailing outsourcing of hosting and close coupling of 3rd party SaaS solutions for ecommerce, e-learning, marketing, CRM and booking enabled the charity to completely transform its whole offer with no impact to total cost of ownership.

## Continual Improvement Programme

Council websites typically get updated in huge "one-hit" projects every 5 years or so in-between which content & quality tends to deteriorate.

I implemented a 2 year rolling improvement programme which ensured every section of Liverpool.gov.uk was revisited regularly, with content audits, user feedback and remote testing leading to in-programme mini-projects as well as generating larger projects for the development team.

Integrated with the engagement strategy this also allowed us to start doing "digital transformation by the back door"



2016



[about.me/dominic.jones](https://about.me/dominic.jones)



[linkedin.com/in/oddjones/](https://linkedin.com/in/oddjones/)



[www.twitter.com/oddjones](https://www.twitter.com/oddjones)