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Interaction Designer

Government Digital Service

Apply before 11:55 pm on Sunday 1st March 2026



Government
Digital Service

Reference number

449197

Salary

£55,403 - £70,219

£56,070 - £61,793 (National) / £61,740 - £70,219 (London) Based on capability. The base salary of this grade is £61,005 for London and £55,403 for other locations. Offers made above this will be made up with a specialist pay allowance.

Job grade

Grade 7

Contract type

Permanent

Business area

GDS - Products & Services

Type of role

Digital
Information Technology

Working pattern

Flexible working, Full-time, Job share, Part-time, Compressed hours

Number of jobs available

1

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Location

Bristol, London, Manchester

About the job

Job summary

The Government Digital Service (GDS) is the digital centre of government we are responsible for setting, leading and delivering the vision for a modern digital government.

Our priorities are to drive a modern digital government, by:

1. joining up public sector services
2. harnessing the power of AI for the public good
3. strengthening and extending our digital and data public infrastructure
4. elevating leadership and investing in talent
5. funding for outcomes and procuring for growth and innovation
6. committing to transparency and driving accountability

We are home to the Incubator for Artificial Intelligence (I.AI), the world-leading GOV.UK and at the forefront of coordinating the UK's geospatial strategy and activity. We lead the Government Digital and Data function and champion the work of digital teams across government.

We're part of the Department for Science, Innovation and Technology (DSIT) and employ more than 1,000 people all over the UK, with hubs in Manchester, London and Bristol.

The Government Digital Service is where talent translates into impact. From your first day, you'll be working with some of the world's most highly-skilled digital professionals, all contributing their knowledge to make change on a national scale.

Join us for rewarding work that makes a difference across the UK. You'll solve some of the nation's highest-priority digital challenges, helping millions of people access services they need.

Job description

The GOV.UK app team is designing and delivering the future of how people in the UK interact with the government, through a personalised and proactive digital experience. In July, GOV.UK launched the public beta version of the GOV.UK app, establishing the technical and design foundations for a native app experience. This work builds on extensive user research and over 14 years of insight and learning from GOV.UK, ensuring the app is grounded in evidence, accessibility, and user needs.

As a designer on the team, you will work on a product used by millions, with a strong focus on meaningful personalisation that makes complex government services feel simpler, more relevant and more human.

This is a rare opportunity to influence the future direction of a product that matters, tackle genuinely complex design challenges, and design with purpose.

As an Interaction Designer you will:

- help design and deliver native apps that meet user needs on iOS and Android

- work effectively in a multidisciplinary, agile environment, adapting quickly to changes in requirements, priorities or user needs

- use research and analytics to understand users needs, identify problems and test different designs

- design collaboratively and in the open, engaging your team and the wider design studio with the design process

- champion accessibility and inclusion, consider the impact of new technologies and ensure that designs meet legal requirements

- collaborate with designers in other teams and departments, reviewing each other's work and developing shared patterns

- design cutting-edge interaction patterns, ensuring innovation is grounded in real user needs and technical feasibility

Person specification

We're interested in people who:

- design clear, usable, and accessible interfaces for apps, delivering a native mobile experience
- have experience in making effective decisions with user research data
- have experience of working with senior stakeholders and the ability to negotiate important design decisions
- have experience of engaging with people in a variety of ways (eg, workshops or co-design activities)
- have an understanding of the importance of inclusive, equitable, accessible and sustainable public services
- have a working knowledge of WCAG 2.1 and how it is used to develop accessible products and services
- have experience of working closely with developers to help design components and patterns that can be reused across products and services
- have experience in exploring cutting-edge interaction patterns in native apps

Benefits

There are many benefits of working at GDS, including:

- flexible hybrid working with flexi-time and the option to work part-time or condensed hours
- a Civil Service Pension with an average employer contribution of 28.97%
- 25 days of annual leave, increasing by a day each year up to a maximum of 30 days
- an extra day off for the King's birthday
- an in-year bonus scheme to recognise high performance
- career progression and coaching, including a training budget for personal development
- a focus on wellbeing with access to an employee assistance programme

job satisfaction from making government services easier to use and more inclusive for people across the UK

advances on pay, including for travel season tickets

death in service benefits

cycle to work scheme and facilities

access to an employee discounts scheme

10 learning days per year

volunteering opportunities (5 special leave days per year)

access to a suite of learning activities through Civil Service learning

access to children's holiday play schemes across different locations in central London

Any move to Government Digital Service from another employer will mean you can no longer access childcare vouchers. This includes moves between government departments. You may however be eligible for other government schemes, including Tax Free Childcare. Determine your eligibility at <https://www.childcarechoices.gov.uk>

Office attendance

The Department operates a discretionary hybrid working policy, which provides for a combination of working hours from your place of work and from your home in the UK. The current expectation for staff is to attend the office or non-home based location for 40-60% of the time over the accounting period.

DSIT does not normally offer full home working (i.e. working at home); but we do offer a variety of flexible working options (including occasionally working from home).

Things you need to know

Artificial intelligence

Artificial intelligence can be a useful tool to support your application, however, all examples and statements provided must be truthful, factually accurate and taken directly from your own experience. Where plagiarism has been identified (presenting the ideas and experiences of others, or generated

by artificial intelligence, as your own) applications may be withdrawn and internal candidates may be subject to disciplinary action. Please see our [candidate guidance](#) (opens in a new window) for more information on appropriate and inappropriate use.

Selection process details

The standard selection process for roles at GDS consists of:

an application for sifting: we ask for a cover letter of up to 750 words, your CV, and a link to your portfolio. Please make sure your cover letter includes how you meet the skills and experience listed in the person specification section above. Include the link to your portfolio in the cover letter.

a 60 minute video interview, where you will be asked to present some of your work and answer questions about your experience

Depending on how many applications we get, there might also be an extra stage before the video interview, for example a phone interview or a technical exercise.

In the event we receive a high volume of applications, we will conduct the initial sift against the lead criteria which is:

design clear, usable, and accessible interfaces for apps, delivering a native mobile experience

In the Civil Service, we use [Success Profiles](#) to evaluate your skills and ability. This gives us the best possible chance of finding the right person for the job, increases performance and improves diversity and inclusivity. We'll be assessing your technical abilities, skills, experience and behaviours that are relevant to this role.

For this role we'll be assessing you against the following [Civil Service Behaviours](#):

working together

changing and improving

making effective decisions

delivering at pace

We'll also be assessing your experience and specialist technical skills against the following skills defined in the Government Digital and Data

Capability Framework for the role:<https://ddat-capability-framework.service.gov.uk/role/interaction-designer>

Design communication

Designing for everyone

Evidence-based design

Iterative design

We'll also be assessing your experience and specialist technical skills against the following skills defined in the Government Digital and Data Capability Framework for the interaction designer role:

design communication

designing for everyone

evidence-based design

iterative design

Want to know more about who Government Digital and Data are? [Click Here](#)

Recruitment Timeline

Sift completion: 6th March 2026

Panel interviews: w/c 16th March 2026

Candidates that do not pass the interview but have demonstrated an acceptable standard may be considered for similar roles at a lower grade.

A reserve list will be held for a period of 12 months, from which further appointments can be made.

The Civil Service is committed to attract, retain and invest in talent wherever it is found. To learn more please see the [Civil Service People Plan](#) and [the Civil Service D&I Strategy](#).

Sponsorship

DSIT cannot offer Visa sponsorship to candidates through this campaign. DSIT holds a Visa sponsorship licence but this can only be used for certain roles and this campaign does not qualify.

Feedback will only be provided if you attend an interview or assessment.

Security

Successful candidates must undergo a criminal record check.

People working with government assets must complete [baseline personnel security standard \(opens in new window\)](#) checks.

Nationality requirements

This job is broadly open to the following groups:

UK nationals

nationals of the Republic of Ireland

nationals of Commonwealth countries who have the right to work in the UK

nationals of the EU, Switzerland, Norway, Iceland or Liechtenstein and family members of those nationalities with settled or pre-settled status under the [European Union Settlement Scheme \(EUSS\) \(opens in a new window\)](#)

nationals of the EU, Switzerland, Norway, Iceland or Liechtenstein and family members of those nationalities who have made a valid application for settled or pre-settled status under the European Union Settlement Scheme (EUSS)

individuals with limited leave to remain or indefinite leave to remain who were eligible to apply for EUSS on or before 31 December 2020

Turkish nationals, and certain family members of Turkish nationals, who have accrued the right to work in the Civil Service

[Further information on nationality requirements \(opens in a new window\)](#)

Working for the Civil Service

The [Civil Service Code \(opens in a new window\)](#) sets out the standards of behaviour expected of civil servants.

We recruit by merit on the basis of fair and open competition, as outlined in the Civil Service Commission's [recruitment principles \(opens in a new window\)](#).

The Civil Service embraces diversity and promotes equal opportunities. As such, we run a Disability Confident Scheme (DCS) for candidates with disabilities who meet the minimum selection criteria.

Diversity and Inclusion

The Civil Service is committed to attract, retain and invest in talent wherever it is found. To learn more please see the [Civil Service People Plan \(opens in a new window\)](#) and the [Civil Service Diversity and Inclusion Strategy \(opens in a new window\)](#).

Apply and further information

This vacancy is part of the [Great Place to Work for Veterans \(opens in a new window\)](#) initiative.

The Civil Service welcomes applications from people who have recently left prison or have an unspent conviction. [Read more about prison leaver recruitment \(opens in new window\)](#).

Once this job has closed, the job advert will no longer be available. You may want to save a copy for your records.

Contact point for applicants

Job contact :

Name : gdsrecruitment@dsit.gov.uk

Email : gdsrecruitment@dsit.gov.uk

Recruitment team

Email : gdsrecruitment@dsit.gov.uk

Further information

If you feel your application has not been treated in accordance with the Recruitment Principles and you wish to make a complaint, you should contact gds-complaints@dsit.gov.uk in the first instance.

If you are not satisfied with the response you receive you can contact the Civil Service Commission by email: info@csc.gov.uk Or in writing: Civil Service Commission, Room G/8 1 Horse Guards Road, London, SW1A 2HQ.

