

# 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

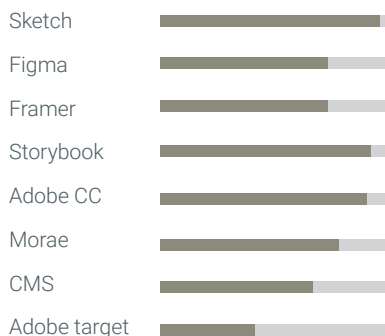
**Name** Owen Dominic Jones

**Languages** English, French

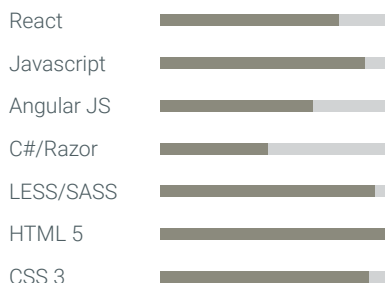
**Telephone** +44 (0)7540 847582

**Social** @oddjones

## Software



## Languages & libraries



## Work

### UX Wizard @ cloudThing (now Kerv digital)

2021 -

Responsible for cloudThing's "teleportal" accelerator front end - a design system / pattern library for making pattern libraries. Client work for DEFRA, Scouts, 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

Responsible for UX and product design for new to market mobile app intended to completely shake up the personal insurance market. 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

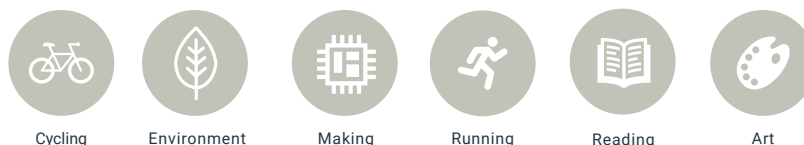
2007-2016

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



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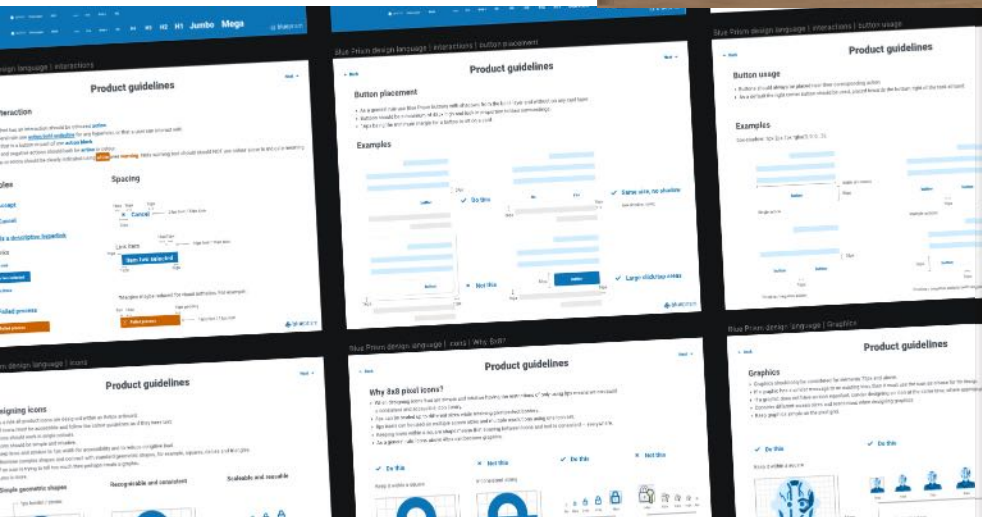


## A pattern library for pattern libraries

cloudThing (now Kerv digital) wanted an accelerator to speed development of D365 back-ended portals built in React.

Storybook was identified as the ideal delivery platform while it was acknowledged that the product might need to accept multiple react frameworks - "teleportal" was developed as a wrapper for any react framework (material-ui, gov-uk-react etc) closely coupled to a set of in-house APIs for connecting to Microsoft Dataverse.

Teleportal is currently being used in development of AA accessible applications for UK government and 3rd sector organisations



## 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.

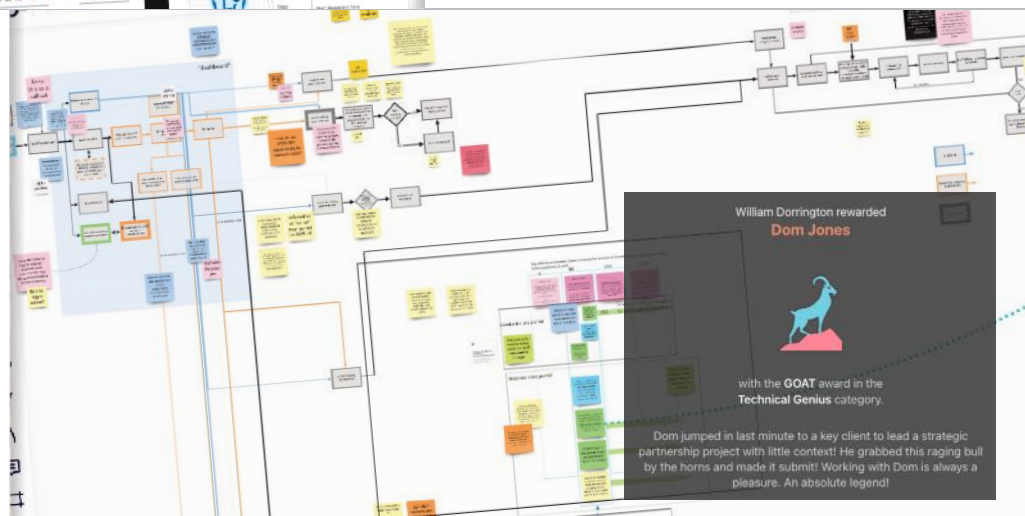
I was responsible for aspects of the whole system: from design, through documentation, code, testing, packaging, CI and deployment

V1 of Hyperspace was released in August 2020.

## 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.



me

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## Identity provider for GOV.UK

Working closely with the UK government's digital service (GDS) on SAAS to allow citizens to verify their identity to facilitate secure government transactions such as checking income tax and applying for universal credit.

I was responsible for all UX strategy, product design and usability as well as ongoing conversion uplift and new opportunity generation.

This role is covered by a NDA

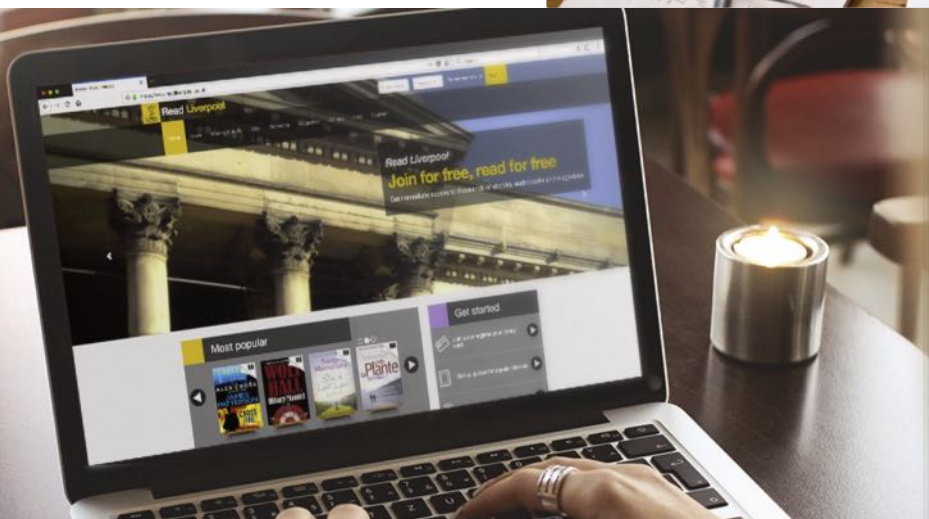


## Electronic library for Liverpool

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..

more at [jonesthecode.com/#/case-studies](http://jonesthecode.com/#/case-studies)

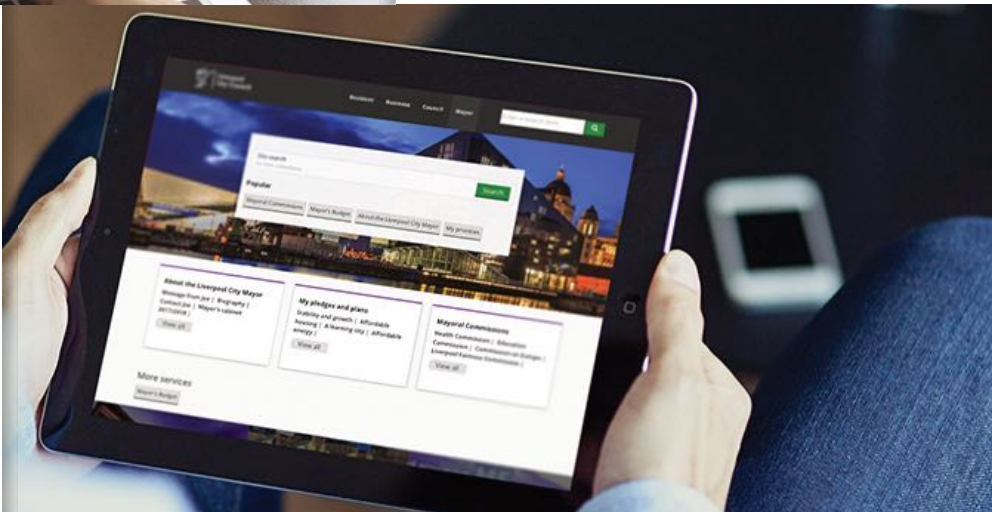


## Liverpool.gov.uk

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](http://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.

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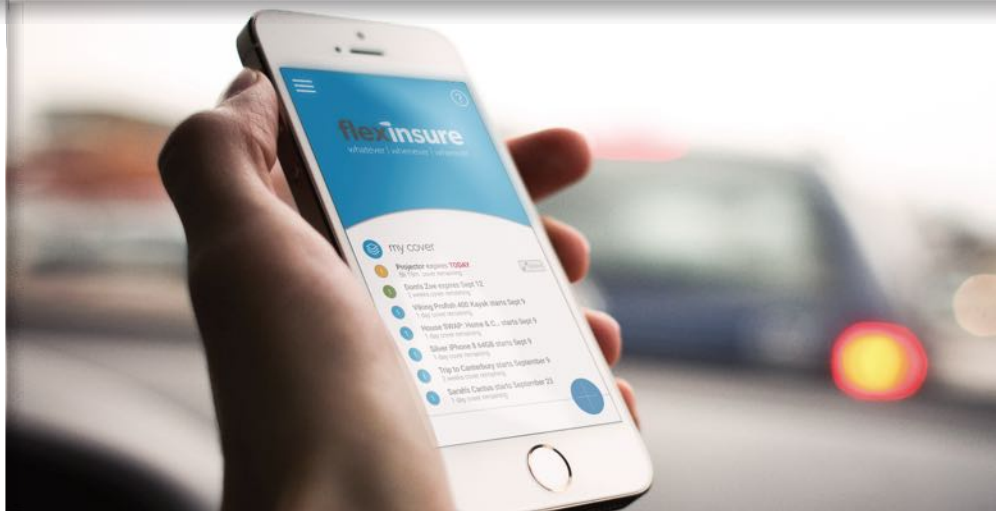


## Gamechanging flexible insurance app

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

more at [jonesthecode.com/#/case-studies](http://jonesthecode.com/#/case-studies)



## 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

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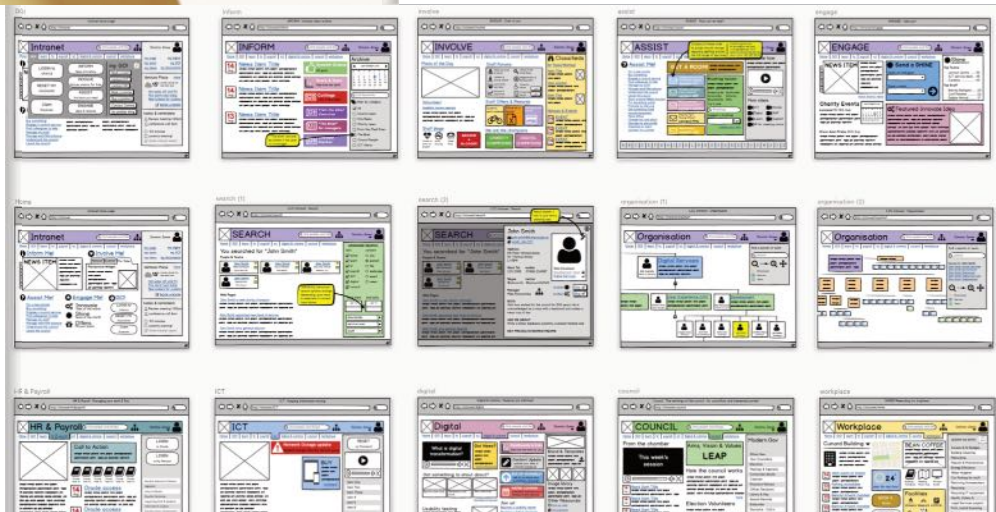


## Corporate intranet

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.

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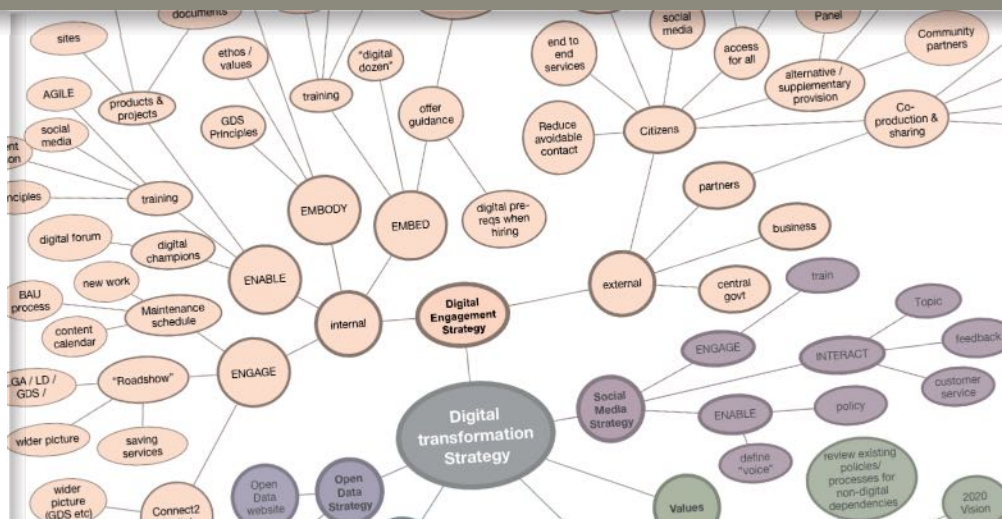


## Digital engagement strategy

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.

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## 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.

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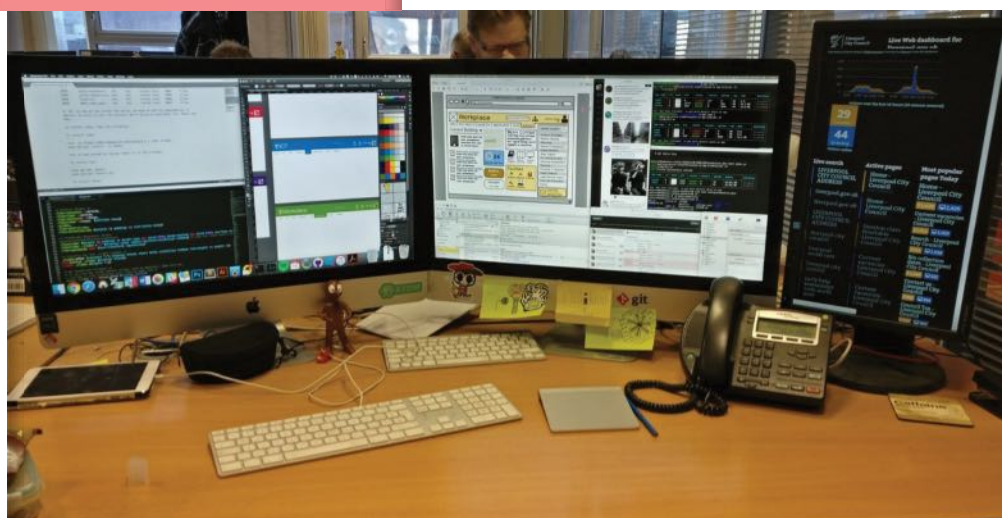
## Continual Improvement Programme

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"

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