Phil Sherwin–Nicholls
Service designer & digital technologist

I am a designer with over 5 years of experience leading the creation of services, experiences and technology. I help organisations and governments to solve wicked, population scale problems.

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Experience

Oct 2019
Parity Projects
Facilitated a research sprint followed by a 4 day design sprint to develop their platform. I coached their product owner in user centered design and digital product management..

Sep 2019
Florence
Worked with Florence to help with their UX strategy. Collaborating with their team to build a design system. Allowing faster prototyping and more accessible front–end build.

Nov 2018 – Aug 2019
Department for Education
I led design and research for many projects in the Department for Education. Using quantitative and qualitative methodologies to understand the needs of users. Worked within agile, multidisciplinary teams to tackle wicked, population level problems.

May 2015 – Oct 2018
Decoded
I was the Head of User Experience. Leading and evangelising user centered design across the organisation. I ran design sprints for the likes of General Electric and Visa. I launched multiple products in cyber security, innovation and data education.

Jun 2014 – Apr 2015
Joylab (now Create/Change)
Interaction and UX design for a range of clients included Whitechapel Gallery, Amnesty International, 38 degrees and the IRC Rescue

Skills

· Prototyping
· User research
· Storyboards
· Digital strategy
· Journey mapping
· Service blueprints
· Jobs to be done
· Design sprint
· Delivery management
· Leadership
· Stakeholder management
· Data analysis
· Facilitation
· Visual Design
· Interaction design
· Content design

Tools

· Pen
· Post–its
· Sketch
· HTML
· JS
· ThreeJS
· Ruby on Rails
· G–suite
· Asana
· Notion
· Paper
· Figma
· Adobe CC
· CSS
· React
· NodeJS
· Python
· Trello
· Basecamp