

Tom Simcox

Content Designer / Technical Writer / UX Designer

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- Over 12 years designing digital services as a civil servant and contractor, with an emphasis on GOV.UK (GDS) services, understanding and solving problems for users.
- Experienced in Agile, working as a content designer, technical writer and UX (interaction) designer alongside user researchers, business analysts, policy experts, subject-matter experts and developers to deliver user-centred services used by millions of people.
- Curious about people and their needs and embrace learning by doing.

Experience

February 2025 to present

Department for Environment, Food & Rural Affairs, Content and User Experience Designer

- Working with Defra on a discovery and alpha to deliver policies on reducing improper waste disposal and waste crime.
- Auditing and analysing existing content.
- Creating user journey maps for the current service offering, identifying pain-points and opportunities for improvements.
- Creating user flows to help visualise the future online service offering.
- Prototyping key parts of the journey to get early feedback and insights from users (to inform a minimum viable product)
- Helping the team define and write their service vision and outcome statements.
- Advocating for a deep understanding of users and their needs first, before thinking about solutions.
- Collaborating with the wider Waste service programme to establish opportunities for a more joined up end-to-end user experience.

February 2024 to February 2025

Financial Conduct Authority, Senior Content Designer

- Joined an organisation under heavy pressure to deliver - prioritised UX improvements over perfection through rapid prototyping, research and iteration of designs.
- Created a content strategy for the launch of a new tool to replace the Financial Services Register.
- Coached and supported inexperienced product owners to make decisions that were mutually beneficial to users and the organisation.
- Provided business analysis support to identify and document system requirements and business rules.
- Contributed to the development of user interface and content patterns, backed by user research and using already established, reusable design systems.
- Documented and communicated design decisions to product owners and the wider Scrum team.
- Fact-checked content with subject matter experts.
- Worked with solicitors on the legal assurance of content.
- Collaborated with interaction and service designers using Mural and Figma.

June 2022 to February 2024**Mercator Digital / HM Revenue and Customs, Content Design Lead**

- Worked across multiple teams on Making Tax Digital (MTD), a large UK government programme.
- Mentored the community of content designers to build different parts of the service.
- Championed user-centred design ways of working within the programme and wider organisation to deliver better digital services for customers.
- Co-facilitated content critiques to encourage collaborative problem solving.
- Facilitated style guide clinics.
- Audited and reviewed content to identify gaps and opportunities for improving content.
- Led design reviews with service design teams to create consistency in end-to-end user experiences.

December 2021 to May 2022**AND Digital / Department for Education, Content Designer**

- Designed services to support vulnerable children and their families.
- Responsible for the content design of 2 alpha services to improve information sharing by local authority professionals.
- Built prototypes using the GOV.UK kit, Figma and government design systems.
- Planned and observed user research to test and refine the team's ideas.

March 2019 to September 2021**eSynergy / HM Revenue and Customs, Content Designer & Technical Writer**

- Designed the Customs Declaration Service, a new service replacing legacy systems and processes used by UK businesses to import and export goods.
- Led content design in an Agile team of user researchers, designers and developers.
- Technical Writer supporting API developer teams, writing content for the HMRC Developer Hub
- Contributing documentation using Github and dev tools
- Service design member and panel assessor for GOV.UK service standard assessments.
- Worked with GDS on changes to GOV.UK guidance, start and finish pages and Welsh content.

May 2018 to March 2019**Co-op Digital, Content Designer**

- Led content design in an Agile team.
- Worked with an Equal Experts team building Shifts, an HR app for Co-op Food colleagues which won the 3 Big Chip Awards 2018.
- Designed an app in alpha to help Co-op re-enter the healthcare and pharmaceutical markets.
- Researched and designed mobile-first content to test the viability of a new online repeat prescription service.

November 2017 to May 2018**Capgemini / HM Revenue and Customs, Content Designer**

- Led the content design for a new authentication platform which replaced Government Gateway to enable millions of people to use government services online.
- Collaborated with stakeholders including policy, legal, and data security to ensure requirements were met alongside user needs.
- Interviewed new content designers for roles in the Telford Digital Delivery Centre.

April 2015 to November 2017

Department for Work and Pensions, Content Designer

- Designed content across several digital services, including Get your State Pension, Check your State Pension and Universal Credit.
- Identified areas for iteration and improvement from user research and insights, Google Analytics, helpdesk tickets and call centre queries.
- Presented at service team 'show and tells' and DWP UX design meetups.
- Delivered talks about content design to other teams.

January 2012 to April 2015

Department for Work and Pensions, Content Designer

- Part of a small team responsible for design, editing and publishing and maintenance of DWP's mainstream and professional content on GOV.UK.
- Published content using the GDS Whitehall publisher tool.
- Monitored on-page feedback to help identify content gaps, errors and new user needs.

February 2008 to January 2012

Department for Work and Pensions, Intranet Manager

- Responsible for the oversight and strategy of the finance and commercial intranet.
- Managed and coached a network of sub-site managers from different parts of the organisation.

June 2004 to February 2008

Department for Work and Pensions, Intranet Web Developer

- Built and maintained content-managed websites using an Oracle Content Management System.
- Learned Microsoft ASP scripting for developing server-side CMS content templates.

Qualifications

September 2000 to June 2003

Newcastle University

BSc Computer Science

A-Levels: Computing (A), English Language (B) & General Studies (B)

11 GCSEs (A/B) including English, Maths and Science

Training

- Interaction Design Foundation (ongoing)
- Service assessment, service design and Whitehall publisher training - GDS
- Introduction to Agile, user research and design - DWP Digital Academy
- User needs training - Sue Davis Web Design and Consultancy, via GDS
- Creating accessible PDFs - PWS editorial services / Ted Page
- Writing for the web - The Word Centre
- Proofreading and editing - College of Media and Publishing
- Content Design Fundamentals - Sarah Winters, Content Design London
- Technical writing training - Google