
Craig Griffin-Jones

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Design Lead with 15 years experience working across the private and public sector. I have been primarily working in agile environments, designing integrated digital products and services, design systems and tools that are purposeful and accessible.

Design Lead

Aug 2017 - Present

HM Revenue & Customs

- Provide design leadership across multiple programmes of work for COVID, Making Tax Digital and Government Gateway, driving quality and ensuring the design is intuitive, user-focussed and follows the Service Standard (also a trained design assessor).
 - Manage 200 designers both civil servants and suppliers across the HMRC estate
 - Collaborate with a wide range of fields, business areas and colleagues, including policy and process owners, on the best way to meet user needs through content and service design to ensure our digital services work well for users and achieve policy intent.
 - Work in a multidisciplinary senior leadership team (Product, Research, Delivery, Technical and Operations) to instil agile ways of working across our service teams.
 - Work with Research Leads to develop research strategy and test design, as well as leading on expansive discovery research and analysis within the broad problem space.
 - Work across the design profession to build a strong culture and expertise, whilst embedding skills, best practise and core principles of design into the community (mapping, sketching, prototyping and research techniques)
 - Between December 2020 - March 2021 I was promoted to Acting Deputy Head of Design during a period of restructuring
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Lead Designer

2015 - 2017

Vitsoe

- Embedded agile ways of working in-house within this leading sustainable furniture company, created prototypes and used user-testing to drive design decisions and engagement with stakeholders.
 - Identified end-to-end processes through regular workshops and co-design with internal and external stakeholders, distilling complex product challenges into workable accessible solutions
 - Developed a strong vision and robust design system (components and patterns), that bridged research, tech and non-digital colleagues with a common language.
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Freelance Designer

2014 - 2015

R/GA

- Developed a lean delivery methodology for Google's Web Fundamentals, which included pair design with developers as a principle. The small multidisciplinary team worked in 1-week sprints to deliver a framework for Google in 4 weeks.
- Worked as a visual designer on Google's Year In Search, leading the design direction and UI. A Year In Search harnessed Google's data, trends and insights to create a data-driven snapshot of humanity. The global branding campaign received a D&AD pencil award in recognition of this work.

Design director

2011 - 2014

DigitasLBi

- Lead the successful deployment of Honda Europe from concept to execution. The agile delivery consisted of 2 weeks sprints and the product was launched iteratively across 13 European markets.
- Responsible for the design direction, working collaboratively with a multidisciplinary team developing the vision, designs and design system. I oversaw the running of the project - documenting designs in Confluence, attending scrums, story pointing and managing sprint planning to ensure the vision was delivered throughout the agile process.
- Line-managed 3 designers; two junior and 1 mid-weight, supporting their creative and personal development, whilst also playing a significant role in developing DigitasLBi's professions skills framework.

Mid-weight designer

2010 - 2010

Wunderman (Melbourne, Australia)

- Developed my craft as a visual designer, working on some of Australia's iconic brands executing work for Ford, Vegemite and Yellowglen. The work ranged from integrated campaigns, brand experiences and digital spaces.

Digital creative

2005 - 2010

Karmarama

- Played a significant part in the creation and development of Karmarama's digital in-house department and capability.
- Designed digital experiences that supported integrated campaigns.
- Responsible for fostering the relationships and agency engagement with third party suppliers.
- By 2010 Karmama had developed a small digital outfit composed of digital producers, art directors and writers

Education**University of the Arts London**

2:1 BA Hons, Advertising

2000 – 2005

Awards**D&AD Pencil**

Google Year In Search

2015