Iain Campbell CV

UX Designer

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Introduction

North East–based UX Designer with 10+ years' experience delivering user-centred, accessible, and evidence-based designs for government and commercial organisations. Skilled across the full design lifecycle, with expertise in GDS Service Standard and UK Government Design Principles. Recognised for leading workshops, collaborating in agile teams, and implementing design systems that improve efficiency and consistency. Recently integrated AI tools and LLMs (ChatGPT, Microsoft Copilot, Google Gemini) into workflows to accelerate requirements analysis, synthesise research, and generate user-centred content. Committed to measurable value through adoption, reduced delivery timelines, and improved user satisfaction.

Key skills

- User-Centred Design: Wireframing, prototyping, user testing, accessibility audits (WCAG)
- GDS/GOV.UK Standards: Service Standard, GOV.UK Design System, accessibility best practice
- Design Systems: Development and governance of scalable systems and pattern libraries
- Research & Evidence-Based Design: Journey/process mapping, personas, usability testing, stakeholder interviews
- Agile Collaboration: Experienced in multidisciplinary teams, remote and in-person

Design tools & technical awareness

- **Tools:** Figma, Miro, Zeplin, Adobe Creative Suite, Notion, GOV.UK Prototype Kit, Coda, Axure RP, Sketch, HotJar, SurveyMonkey
- **Technical Awareness:** HTML5, CSS, Bootstrap, responsive design; advanced prompt design (ChatGPT, MS Copilot, Google Gemini); applied AI tools within LLMs, Figma, and Miro to:
    - Parse requirements documentation
    - Synthesise research into actionable insights
    - Create user-centred labelling and copy
    - Collaborate with AI Engineers/Architects on GenAI discovery projects

Professional experience

UX Designer — AI & Product (Capita) | London / Remote | 2020 – Present

- Delivered digital services for government (DIT, DfE, CSPS) and commercial clients (BBC), ensuring accessibility, usability, and brand consistency.
- Applied GDS Service Standard and UK Government Design Principles across multiple projects, enhancing citizen experience.
- Designed and prototyped responsive services that increased adoption rates of government portals.
- Facilitated workshops and produced journey/process maps that reduced rework and accelerated delivery.
- Conducted usability testing and audits, translating insights into design changes that boosted task success rates.
- Partnered with AI Engineers on GenAI projects, using LLM workflows to cut iteration time by 25%.
- Supported bids/pitches with PoC designs, rationale, and documentation, presenting to senior stakeholders including Cabinet Office officials.
- Mentored junior designers, raising team standards and speeding onboarding.

Impact: Launched the Turing Scheme portal on time under political/press scrutiny, replacing Erasmus. Introduced a design system in Capita Pensions that streamlined product development across projects.

Senior UI Designer – Orange Bus (Capita) | Newcastle | 2018 – 2020

- Delivered scalable services for government and private clients through discovery and design phases.
- Created design systems and pattern libraries that reduced design-to-dev time by 20%.
- Advocated for user needs in stakeholder meetings, improving accessibility compliance.
- Produced pitch/PoC materials with supporting rationale to secure new business.
- Mentored junior designers, ensuring quality and consistency.

Digital Designer – Daykin & Storey | Newcastle | 2017 – 2018

- Delivered UX/UI, branding, and digital design across web and print projects, improving client engagement.
- Contributed to bids with pitch visuals and documentation.

UX/UI Designer – Roundhouse Digital | Newcastle | 2014 – 2017

- Designed responsive wireframes, prototypes, and high-fidelity interfaces that improved usability.
- Created developer documentation that reduced build errors and delivery timelines.
- Ran user testing sessions that informed iterative improvements.
- Produced pitch visuals and PoC designs that supported client wins.

Earlier career 2008 – 2014

Freelance UX/UI Designer • UI Designer – Dumfries & Galloway College • Information Officer – Strathclyde Police • Junior Designer – Think Curious

Education

BA (Hons) Graphic Design – Cumbria Institute of the Arts, Carlisle (2003–2007)

Certifications (Nielsen Norman Group, NN/g)

- UX Leader: Essential Skills for Any UX Practitioner (2025)
- Design Systems & Pattern Libraries (2024)
- Mobile UX (2021)
- Journey Mapping to Understand Customer Needs (2021)
- Storytelling to Present UX Work (2021)
- Application Design for Web & Desktop (2021)
- The One-Person UX Team (2021)

Security clearance

Holds full **SC (Security Check)** clearance (expires 20/01/2029).