



Senior Service Designer	
Grade	SEO
Location	National (With Travel to Nottingham)
Reporting to	Head of Service Design and User Research
Directorate	Strategy, Policy, Digital and Technology
Role Purpose	
<p>Service designers design the end-to-end journey of a service. This helps a user complete their goal and government deliver a policy intent. In this role, your work may involve the creation of, or change to, transactions, products and content across both digital and offline channels provided by DVSA.</p> <p>The Senior Service Designer is a passionate advocate and thought leader in user needs-based design, design research, design thinking, and service design.</p> <p>As a Senior role this person will have ownership and accountability for the coherence of a service. This role must be able to approach services with a design perspective and will surface and collaboratively solve problems with existing processes during the re-design and digitisation of these services.</p> <p>This role will decide on overall UI design aspects of DVSA digital projects, ensuring that services delivered are simpler, clearer and faster to use through provision of an efficient, accessible and user-centered service experience.</p> <p>Service Design techniques help us to understand customer interactions across silos and across layers as well as across physical and virtual interfaces. Service Designers help the DVSA to think in terms of relationships and systems; allowing us to visualise internal conversations and interactions and how they enable end user interactions. The Senior Service Designer is the chief advocate for the value that this perspective will bring to DVSA as well as the decision maker for their area of expertise.</p> <p>This role will provide leadership across the permanent DVSA teams, and external supplier Service Designers; ensuring there is identity and coherence across a group of technical specialists.</p>	

This role is based within DVSA's Digital Services team, working in a delivery focused environment in collaboration with members of multi-disciplinary agile teams including policy experts, user researchers, data analysts, developers, content designers and business analysts.

Main Duties	Activities may include
Service Design	<ul style="list-style-type: none"> • Designing services which meet the Government Service Standard (https://www.gov.uk/service-manual/service-standard) • Ensuring services meet public sector accessibility regulations • Oversight of service design activity across multiple projects. • Will take end-to-end ownership of service design tasks and solutions from initial concept to delivery. • Responsible for planning, designing and deciding which user journey flows to implement to ensure that digital services meet the needs of users, are easy to use and standards compliant. • Will identify and chart the relationship between different elements of the service system and be able to present findings back to wider development team. • Will design and implement strategy to ensure services are efficient, scalable and robust. • Will identify service design tasks as part of backlog refinement and influence wider team to ensure appropriate emphasis is placed on them. • Taking responsibility for implementing strategies to solve problems within complex design scenarios. • Recognising and flagging issues outside area of own expertise or responsibility to managers and technical leads, contributing to solutions.
UI Development	<ul style="list-style-type: none"> • Development of user-facing features ensuring technical feasibility of UI/UX designs in line with the GDS Design System • Will take the lead on front-end development work. This requires technical problem-solving skills to meet the requirements of the deliverable. • Will prototype website designs and UI elements as required. • Will use expertise in programming and mark-up to coach the wider team.
Working with wider organisation	<ul style="list-style-type: none"> • Will co-lead work to develop a DVSA design system which can be used by all digital projects and services. • Actively ensure design consistency, integrity and compliance (with GDS guidelines) across digital services. • Play a leading role in developing a user centred design community that will discuss methods, best practice and identify areas for improvement. • Ensure that the user centred design community has an identity and can clearly demonstrate the value that it adds. • Executing management responsibilities effectively and in line with DVSA policies and processes.
Leadership	<ul style="list-style-type: none"> • Demonstrate leadership by providing guidance to staff to support the delivery of objectives. Manage and engage with honesty and integrity, and upholding the reputation of the Agency, Department and Civil Service. • Work in collaboration with other managers across all functions for the good of DVSA and to create a high performing and well respected Agency.

Relationships	<ul style="list-style-type: none"> • G7 Service Design Lead – line management relationship • Service and Product Owners – ensure that the service is developed in a coherent and consistent way and design principles are considered as a new services are built and existing services are enhanced. This also ensures that we surface any problems with an existing business service rather than digitise ‘as is’. Making sure service improvements align to strategic intent of services. • Agile team members - Work to deliver service improvements with Architects, Developers, Testers, User Researchers, Scrum Master, Security Engineers, WebOps and Business Analysts, Content Designers, Performance Analyst. Providing appropriate advice and challenge where necessary. • Other service teams - Ensure good relations and communications with other service, technical and delivery teams, influencing these teams to ensure that service design is coherent and meaningful for users. • Working groups – Playing a key role in the cross-DVSA Accessibility Working Group and a leading role in the DVSA Design System team
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Required Qualifications, Professional Memberships, Experience and Behaviours

Qualification/ Professional Memberships	N/A
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Skills and Experience

<ul style="list-style-type: none"> • Relevant experience in design services and human-centred experiences including defining service design approaches, methodologies, and deliverables • Experience of agile delivery and awareness of agile tools and how to use them • Iterative and rapid prototyping with multidisciplinary teams • Good understanding of responsive design and designing for mobile first • Experience of delivering simple and clear communication of technical designs to non-technical stakeholders • Experience of designing against constraints • Front end development experience • Awareness and experience of working to accessibility standards • Excellent skills with mark-up including HTML5 and CSS3. • Strong understanding of information architecture, interaction design, visual design and prototyping. • Good familiarity with CSS frameworks e.g. Foundation / Bootstrap and the advantages or disadvantages offered by frameworks. • Familiarity with JavaScript frameworks.

Success Profiles – Behaviours

Making Effective Decisions	Delivering at Pace
Managing a Quality Service	

Please refer to the attached [Civil Service Behaviours](#) dictionary for further information.

**[Digital, Data and Technology professional capability framework:
Service designer](#)**

Evidence and context based design	You know how to design systems for use across multiple services and can identify the simplest approach out of a variety of approaches.
Prototyping in code	You can create static HTML and CSS prototypes. You know how to code for different screen sizes. You can version and host a prototype.
User focus	You know how to give direction on which tools or methods to use. You are experienced in meeting the needs of users across a variety of channels. You can bring insight and expertise in how user needs have changed over time to ensure these are met by the business. You know how to apply strategic thinking in how to provide the best service for the end user.
Any Other Requirements	Regular travel to main office in Nottingham Potential travel to other DVSA offices may be required e.g. Bristol, Swansea and Birmingham
Further Information	Paul Moran Head of Service Design and User Research Paul.moran@dvsa.gov.uk