

Alex Torrance

Curriculum Vitæ

hello@alextorrance.co.uk
07876 22 44 51

I am an interaction designer, with 7 years experience working for the UK's Government Digital Service. I use agile user-centred techniques to make complex tasks and systems clearer and simpler for users. I have worked on the award-winning GOV.UK, on exemplar transformation projects in two departments, on the Service Manual and GOV.UK Verify. Prior to that I worked for over 12 years in the creative industries, receiving a Grammy nomination for my work on Sigur Rós' album packaging.

Employment

Government Digital Service

Senior interaction designer
2017–2019

Interaction designer
2012–2017

I worked at GDS for 7 years, across many projects and programmes and helped to grow the design capability within government departments and agencies. My responsibilities included user journey mapping; user research planning, analysis and writing; working in multidisciplinary agile teams; line management; leading and facilitating workshops; public speaking; design training; building HTML prototypes; development of design patterns and assessing over 45 services against the Government Service Standard.

Alex+Alex Ltd

Creative director, co-founder
2008–2011

Managing projects from large sites for internationally renowned galleries, illustration agencies and museums to smaller brochure websites for local small and medium business. Clients included London Transport Museum, Science Museum, Debut Art, Conningsby Gallery, Hospital Records.

Freelance

2007–2008

Design projects ranging from identity design to website development. Clients included TBWA\London, Exit Magazine, Ben Sherman, Firetrap, Habitat, NewState Records and Bulldog toiletries.

CC-Lab

Designer
2004–2007

Initially employed to assist the Creative Director in designing and artworking record sleeves and the associated marketing campaigns. Role evolved to studio designer; clients included EMI, Smirnoff, Heavenly Records and Channel 4.

Freelance

2001–2004

Designing and building websites, record sleeves and their campaigns for large music-industry client base including FatCat Records, EMI, Kleber, Modo Production and Mo Wax Arts. Designed the Grammy award nominated artwork for Sigur Rós – ().

FatCat Records

Designer
1999–2001

Responsible for maintenance and upkeep of FatCat website, designing press adverts and record sleeves, print production, experience of product manufacturing processes from mastering to distribution.

Awards

GOV.UK, Design of the Year, Design Museum Designs of the Year, 2013

GOV.UK, Black Pencil, D&AD Awards, 2013

Sigur Rós – (), Grammy nomination, Best Recording Packaging

46th Annual Grammy Awards, 2004