

# Alex Torrance

## Curriculum Vitæ

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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 twelve years in the creative industries, receiving a Grammy nomination for my work on Sigur Rós' album packaging.

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## Employment

### **Juno Property Lawyers**

Senior UX designer  
October 2019–June 2020

[www.juno.legal](http://www.juno.legal)

Juno are a conveyancing start up, using digital processes to make conveyancing clear, convenient and reliable.

Working in a fast paced delivery environment, as the sole UX person at Juno, my role was to introduce UCD techniques to improve Juno's internal case management system and design their client dashboard.

- Service mapping the conveyancing process
- Research with clients and regular usability observation sessions with staff
- Analysis of contact points to identify failure demand with an aim to reduce time spent on unsolicited contact
- Improve the design and experience of the case management system, increasing productivity
- Set up regular show and tell sessions between product team and wider staff
- Designed and implement new tools, improving productivity and reducing complexity and manual input
- Front end development using Python and React

### **Government Digital Service**

Senior interaction designer  
2017–2019

Interaction designer  
2012–2017

[www.gov.uk](http://www.gov.uk)

GDS is an agency of the Cabinet Office tasked with leading the digital transformation of the UK Government.

I worked at GDS for 7 years, across many projects and programmes and helped to grow the design capability within government departments and agencies. I worked on GOV.UK for the majority of my time working across the public facing pages and publishing tools and also worked on GOV.UK Verify, Digital Marketplace, Government Service Manual and the Service Transformation programme.

- Line managing 3 designers. Coaching 2 of them from “met” to “exceeded” mark in their end of year reviews
- Leading and facilitating workshops
- Public speaking at cross government events
- Running design training workshops
- Building HTML prototypes
- Development of design patterns
- Assessing over 45 services against the Government Service Standard and following up to assure their quality through workshops and coaching

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## Employment (continued)

### **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.

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## Awards

### **Design of the Year**

Design Museum Designs of the Year, 2013  
GOV.UK

### **Black Pencil**

D&AD Awards, 2013  
GOV.UK

### **Best Recording Packaging**

Grammy nomination, 46th Annual Grammy Awards, 2004  
Sigur Rós – ( )