|  |
| --- |
| Ziv Lazar |
| London N16, 07745 187400, ziv1.lazar@gmail.com, Portfolio: [zivlazar.com](http://zivlazar.com/) |
| iNTRODUCTION |
| * Lead researcher and Service Designer with 18+ years working with top leading organisations
* Leading design teams: UX, UI and research in agile project activities and client relations
* Experienced working on digital transformation for government (GDS) and financial sectors

Experience

|  |  |  |
| --- | --- | --- |
| APR 2021 – CURRENT | Department for Levelling Up, Housing & Communities (DLUHC) | London, UK |
| Service Design lead (CONTRACT)* Leading UX research and design team in an agile delivery environment. Designing key services for internal and external statisticians and financial advisors from central and local government
* Ran user research and usability testing, remote Co-design workshops using MURAL to understand user needs and frustrations from the service
* Designed Service Blueprints, user journeys, wireframes and prototypes using government service standards and GDS Prototyping Toolkit
 |
| JuN 2020 – APR 2021 | Capgemini | London, UK |
| Service Design lead on a BP account* Led Research and Service Design on a change management project for BP
* Ran remote user interviews and stakeholder workshops using MURAL interactive whiteboards
* Created a Service Blueprint for the future of remote working for facility-based planners
* Created strategic recommendation documents based on user needs and business requirements

Service Design lead on a DEFRA account* Led a multidisciplinary team through a successful GDS Assessment on a major DEFRA account
* Led Design Thinking workshops which resulted in automation through data mapping of the decision-making process for farmers grants, saving months of internal processing work
* Created a Service Blueprint, journey maps, flows, personas and other related project artefacts
 |

 |
|

|  |  |  |
| --- | --- | --- |
| OCT 2019 – Mar 2020 | Ministry of Justice  | London, UK |
| UX practice lead (CONTRACT)Managed a team of UX designers, User Researchers, Content and a Service Designers* Interacted with business stakeholders, court staff, prosecution and defence solicitors, SMEs and project teams in a large agile programme environment.
* Brought user insights to the boardroom and making the case for a user-focused approach through Design Thinking workshops, Service mapping and user research analysis
 |
| SEP 2017 – Oct 2019 | Cognizant UK | London, UK |
| Barclays Now - Redesign of the company’s award-winning Intranet **> NN/g Award Winner 2020 for Best Intranet and Best Intranet Award 2019 #IoICAwards19** * Mapped the Barclays eco-system of business units, and by using JTBD methodology, redesign them into a platform of connected services and personalised experiences

Fraud Investigation Service (**HMRC-FIS**)* Leading research and Co-design workshops
* Identified personas and mapped the end-to-end service journeys for criminal investigators

Financial Conduct Authority (**FCA**)* Leading research and internal workshops to map out as-is and to-be business processes and presented a user-focused strategy across two key service products: Connect & FCA Register
* Created design strategy documents to advise decision makers on a user-focused direction for the organisation to improve internal processes and external brand perception
 |

 |
|

|  |  |  |
| --- | --- | --- |
| JUL 2014 – MAR 2017 | Triad Group  | London, UK |
| Principal UX Consultant * Working with **Cabinet Office** and Government Digital Services (**GDS**) to test and improve the ‘Register to Vote’ website user journeys. Working closely with policy and legal teams to amend the register user journey to be more user friendly and less policy driven
* As a UX lead on several key projects, my work has helped shape the **MoJ** programme’s direction, up-skilling staff to understand and participate in user research
* Leading the Discovery phase for Department for Communities and Local Government (**DCLG**). Designing an end-to-end service for statisticians that included new and an existing platform.
* Leading research and design with the **Electoral Commission** to rebuild the public search facility for donations, loans and accounts for political parties. The website won an award
 |

 |
| Apr 2012 – Apr 2014 | Samsung SDS | Seoul, KO |
| Principal UX Engineer* Project lead, researcher and design lead on a large big data video analytics surveillance system, part of the ‘Smart Cities’ initiative. Advising senior managers on the product’s direction
* Research and design on several new medical products including mobile measuring devices and clinical back-end systems, setting and measuring health goals to increase patients’ motivations
 |
| Freelance  |  |
| may 2005 – Apr 2010 | Sun Microsystems | Camberley, UK |
| Global Web Content Designer* As part of the Global Web Marketing team, I managed the transition of 44 EMEA and APAC country websites in 26 languages to a standard CMS infrastructure
 |
| Sep 2004 – Apr 2005 | McKinsey & Company | London, UK |
| Product Design Lead* Setup and led a team of designers and developers to successfully build the “Stakeholder’s Analysis Tool”. A user-friendly strategy analysis tool for McKinsey consultants to use in client meetings
 |
| Education |
| 2016 - 2017 | Birkbeck University | London, UK |
| Psychology Research Methods |
| 2006 – 2007 | Goldsmiths University | London, UK |

MA DIGITAL MEDIA AND COMMUNICATION