

THIS IS THE CONCISE CURRICULM VITAE FOR...

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ABOUT ME

Accomplished senior UX designer with over 25 years of experience in digital transformation, interaction, and service design. As the founder of Black Monday, I've led innovative projects for high-profile clients such as the Ministry of Justice, NHS, and Barclays. Adept at leading multidisciplinary teams to deliver cutting-edge solutions that enhance user experience, increase efficiency, and drive organizational success. With proven leadership in managing UX teams, my expertise spans all areas of designs including design systems and stakeholder management across sectors like fintech, healthcare, legal, and government services.

KEY SKILLS

UX Design: Expertise in creating user-centred designs that enhance usability and accessibility for digital products.

Interaction Design: Specialization in interaction design for high-impact digital systems, increasing efficiency and user satisfaction.

Service Design: Experience in transforming complex services into streamlined, user-friendly solutions across public and private sectors.

Design Leadership: Proven ability to manage and grow design teams, fostering innovation and collaboration.

Stakeholder Engagement: Skilled at working with senior leaders to align design strategies with business objectives.

Design Systems Management: Proficient in building and maintaining scalable design systems for global organizations.

Digital Transformation: Expertise in overhauling legacy systems, enabling modern, efficient, and user-friendly interfaces.

Agile & Cross-Functional Collaboration: Experience working in agile environments, collaborating with developers, business analysts, and other stakeholders.

EDUCATION

WESTERN MICHIGAN UNIVERSITY

AUGUST 1987 - JUNE 1992

Bachelor of Fine Arts Graphic Design, Bachelor of Fine Arts Photography, Math, Art History and Music Theory Minors.

WORK EXPERIENCE

BLACK MONDAY LTD

APRIL 1996 – PRESENT

Black Monday was born in 1996 when I first discovered the wonders of graphic design and has since evolved into a fully-fledged, independently owned creative design consultancy. Projects and clients include:

- **Government Legal Department**

APRIL 2024 – AUGUST 2024

Interaction design for a digital transformation of an ageing system (over 20 years old!) used for Bona Vacantia to administer the estates of people who die intestate (without a will) and without known kin (entitled blood relatives) and collect the assets of dissolved companies and other various ownerless goods in England and Wales.

- **Cabinet Office**

FEBRUARY 2024 – JULY 2024

Led interaction design for the digital transformation of the Commercial Continuous Improvement Assessment Framework (CCIAF), used by over 700 UK government organisations. Collaborated with stakeholders to ensure the solution was scalable, efficient, and easy to use for all users. Results of this increased the success rate of assessments by nearly 80%.

- **Money & Pensions Service**

FEBRUARY 2024 – APRIL 2024

Delivered service design for the Money Helper Pension Dashboard Customer Support model, accessible to UK citizens. This service helped users better understand and manage their pensions via a unified platform. I streamlined complex user journeys, improving the clarity and accessibility of pension-related information and support, ensuring a seamless user experience.

- **Care Quality Commission**

JULY 2022 – MARCH 2024

Led UX and interaction design for transforming the registration process for healthcare providers and registered managers across the UK. I also developed and maintained the CQC portal design system, ensuring a consistent user experience. My work improved efficiency and accessibility, allowing smoother registration and management within the healthcare sector.

- London Borough of Redbridge**
 Provided UX, interaction and service design for the digital transformation of customer service and housing management systems for the London Borough of Redbridge. Collaborated with stakeholders to develop user-centred solutions, enhancing the efficiency of public services and improving overall user satisfaction, while simplifying the management of housing services.

JUNE 2022 – JULY 2023
- European Patent Office**
 Led a team of UX designers and accessibility experts to create a comprehensive design system for the European Patent Office (EPO). This design system was applied across global internal and external products and services. My leadership ensured a scalable, accessible solution that was consistent and user-friendly across diverse applications.

SEPTEMBER 2020 – MARCH 2023
- Government Digital Services (GDS)**
 Interaction and UX design for a new Civil Servant Learning portal, improving the UX for Girlguiding and making forms simpler and easier to use for the Insolvency Service save and return feature.

NOVEMBER 2021 – JUNE 2022
- The National Archive**
 Service design and research for the discovery phase of a single sign-on system for the national archive's customer service and e-commerce platform. This included identifying usability challenges, mapping customer journeys, and defining technical requirements. The project laid the groundwork for future design and development, ensuring a more seamless and secure user experience.

FEBRUARY 2022 – MARCH 2022
- NHS Digital**
 UX and interaction design lead for the NHS app, specifically focusing on customer service and contact sections. Collaborated with cross-functional teams to streamline user flows and improve accessibility. Prototyped flows and directed user testing sessions to refine designs, resulting in an enhanced user experience and improved engagement with the app's support features.

AUGUST 2021 – DECEMBER 2021
- Home Office**
 Led service design for the home office's future borders and immigration service, focusing on integrating multiple immigration-related products and services. Conducted research, mapped user journeys, and collaborated with cross-departmental teams to ensure consistency. This work helped streamline immigration processes, delivering a modern, efficient digital service for both internal teams and public users.

FEBRUARY 2021 – OCTOBER 2021
- Department for International Trade**
 Working with the Market Access team in the DIT Digital, Design and Technology (DDAT) team on service, UX and interaction design on services that help people with importing and exporting goods and services including searching through complex sets of information and data as well as reporting and assessing trade barriers on a global level.

JANUARY 2020 – JANUARY 2021
- Roche**
 A senior design consultant with stakeholders from the global pharmaceutical company, Roche, I worked on the brand strategy and UX for a customer service focused Neurogateway web portal focused on rare neurological conditions. This included the creation of 13 personas covering 6 diseases and health care professionals, information architecture, mapping and page flows and initial wireframes.

OCTOBER 2019 – DECEMBER 2019
- Ministry of Justice & HMCTS Crime Programme**
 Digital transformation on a massive scale to reinvigorate an ageing legal and court system; brand design; UX design and research; UI, visual and interaction design; prototyping; working with senior stakeholders including Secretaries of State; working cross-government to solve complex design patterns.

JUNE 2015 – SEPTEMBER 2019
- Barclays**
 UX, interaction and service design for consumer web and apps to chargebacks to exhausting research and UI for wealth banking, the experience designing for the complexities of wealth banking was as rewarding as it was successful – with the new designs I created increasing user engagement and satisfaction by nearly 100%.

MAY 2014 – MAY 2015

ALT-FEST LTD

As a founder, my focus was acting as design director overseeing all aspect of digital and print design, environmental design, stage design, e-commerce and management aspects of music artists for this unique British music festival.

AUGUST 2012 – AUGUST 2014

MICROSOFT LIMITED

Over 15 years across MSN, Xbox and various internal departments whilst working on all aspects of brand and identity; digital, graphic, UI, interaction, and visual design; print and graphic design; stakeholder management; working on campaigns, games, and advertising for global clients.

JUNE 1998 – NOVEMBER 2013