DAVID SAYCE

Designer (UX / UI / Interaction / Product)

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KEY SKILLS

- 20+ years of hands-on experience designing and shipping complex applications.
- Create high-quality visual UI design outcomes: Concepts / UI / Components / Style guides.
- Strong understanding of user-centred design principles: User research / Personas / User journey mapping.
- Run collaborative UX workshop sessions that solve design challenges and align teams on product direction.
- Strong communication and presentation skills with clear rationale and storytelling.
- Broad experience across Healthcare, Betting, Sports, Travel, Public sector and non-for-profit.
- Mentor other designers & be a bar-raiser for quality.

TECHNICAL SKILLS

- Figma
- Front-end Development
  HTML / CSS / SASS / JS / React
- Adobe Creative Suite
  Photoshop / Illustrator / XD
- User Research Tools
  Hotjar / Dovetail
- Other Prototyping Software
  Axure / Balsamiq / Omnigraffle
- Moving image
  After Effects / Cinema 4D

EXPERIENCE

EMIS Health / Principal Product Designer (HealthTech)

Jan 2019 - Jun 2024

- Hands-on delivery of multiple large-scale design projects across Primary and Secondary care settings.
- Collaborate with multidisciplinary teams to lead the design process from concept to delivery.
- Deep understanding of medical workflows and the specific needs of healthcare professionals & patients.
- Implemented user centric design principles to deliver delightful and empowering products for healthcare professionals and patients. (Investigate> Ideate> Define> Design)
- Line-managed a high performing UX team (5 designers) setting clear goals and objectives balancing short-term development with long-term career growth.

1. EMIS X-GP

Product overview:

Emis web is a well loved Windows based product that allows GPs and other healthcare providers to manage patient data. The EmisX programme aims to move core functionality into the cloud while providing a joined up experience to users.

Key tasks:

- Develop user journeys / service maps / task flows / storyboards / wireframes / prototypes
- Communicate interaction and design ideas
- Validate assumptions and solutions with users, business and technology.
- Working closely with cross functional teams (Research, Design, Product, Dev, Clinical, Legal) to develop a user obsessed roadmap.
- Identify the types of UX activities and deliverables required for specific requirements

> *"The additional views, specifically documents for our admin team and investigations for our clinical team are really amazing." Kyle Barrett - Deputy Practice Manager, Surrey*

2. EMIS Pathway

Product overview:

Enables healthcare teams to easily identify groups of at-risk patients to deliver proactive diagnosis, treatment and management.

Key tasks:

- I led the design from original inception through piloting to market deployment.
- Working alongside our inhouse user research team to rapidly iterate designs based on user feedback.
- Product blueprints to help visualise interactions between different user personas
- Ensuring all pain points are logged inside the product roadmap

> Hepatitis C (HCV) elimination programme has seen a huge success since inception, with 37% reduction in deaths from the virus, 52% reduction in the number of liver transplants, and more than 80,000 patients successfully treated.

3. EMIS Recruit

Product overview:

Enables primary care professionals to easily identify and connect with patients eligible to take part in clinical trials.

Key tasks:

- Partner with Product Managers & Owners to align UX best practice into agile processes.
- Producing end to end prototypes using React and Emis UI

> *"Recruit is fantastic. It's very, very simple for us to use and we're keen to get involved and support more trials going forward."* Dr Jeremy Clarkson - GP Partner, Barnt Green Surgery
>
> Post launch, practices reported higher acceptance rates for patient participation (~15%+) and how intuitive and simple the tool is to use.

4. EMIS UI

Contributed to the design & maintenance of the new UI component library. Designing components / pages / themes / typography / icons. Ensuring the Figma component libraries are up to date and easily consumable by inhouse teams and third party suppliers. EMIS UI is built using Atomic design principles to ensure consistency / accessibility / maintainability.

Older projects:

StepChange / Contract UX Designer & Front End Developer (Non-For-Profit Debt Charity)

- Created key deliverables (detailed user journeys, user flows, wireframes, prototypes and UI design) for internal systems and web as part of an Agile integrated team.
- Ran user research sessions with call centre agents speaking to users of the charity capturing observations and pain points to further investigate.
- Built relationships with key stakeholders in Product, Marketing, Dev and other departments to help shape UX Deliverables and activities which respond to project, business & customer goals
- I built an internal UI Toolkit allowing designers to work easier and faster without creating various UI elements from scratch
- Helped to define the Stepchange UX Design Process helping to get buy-in with stakeholders
- Led on usability testing, demoing and getting feedback from the end users balancing user needs, business requirements and existing backend technical constraints.

NHS DIGITAL / Contract UI Designer & Front End Developer (Healthcare)

Dec 2017 - Sept 2018

Projects include NHS.Digital.net and Apps and wearables

- Visual design and frontend development for digital.nhs.uk.
- Working with the NHS prototyping kit to ensure consistency across the product.
- Creating storyboards, process flows and sitemaps to communicate interaction and design ideas effectively.
- Designed and validated workflows and interfaces through iterations (responsive prototypes).
- Working cross-functionally with distributed teams both with NHS and with 3rd party stakeholders.
- Gathering and evaluating user requirements, in collaboration with product managers and engineering.

Orangewheels / Contract Designer & Front End Developer (Specialist car-leasing company)

- Brand development and full website redesign following Lean UX principles
- Developed a design pattern / brand guidelines
- HTML SASS front-end development of website

Jet2.com / Contract UI Designer (Travel e-commerce)

Nov 2015 - Nov 2017

- Leading the concept development for the digital transformation of the Jet2holidays web & app redesign (5.3MM customers annually).
- Built relationships with key stakeholders in Product, Marketing, Dev and other departments to help shape UX Deliverables and activities which respond to project, business & customer goals
- Creating journey maps, wireframes & responsive prototypes to demonstrate user flows and interactions
- A/B testing (using Qubit) to test hypothesis statements
- I authored an "experience vision" strategy through engagement with key stakeholders which was presented at C-Suite level. This led to the development (and maintenance) of a Universal Design Guide to uniform their Web, Android & iOS experiences
- Redesigned Jet2.com iOS & Android apps (working with a 3rd party developer)

Ticket Arena / Lead UI Architect (Music ticket e-commerce)

Jan 2015 - Oct 2015

- Working collaboratively with Tech / Product / Dev / Marketing teams to develop user centred products
- Building UI prototypes for user testing, driving a Lean UX approach
- Designing and planning multi variant and A/B tests and hypotheses
- Documentation of learnings and best practices which fed into the brand guidelines
- Development of a React.JS UI Library of components

Sky Betting & Gaming / Principal Designer (Gambling)

January 2013 - January 2015

I lead the design within the Sky Bet Early Engagement team, delivering UX/UI solutions across Sky Bet's desktop and mobile applications. I worked with Product Owners to understand their vision and collaborate in delivering 'user need' driven solutions. Concepts were delivered using Low / Med / High fidelity prototypes depending on the hypotheses we were testing.

Within this role I co-authored 'Aluminium'; a design framework and a reusable HTML library of components which are used across Sky Bet to provide consistency of experience across our digital creative.

Projects included:

- Sky Vegas (Web & App)
- Sky Sports Fantasy Football (Web & App)
- Soccer Saturday Super 6 (Web & App)l
- Sky Poker (Fully responsive poker tables)
- Sky Bet (Web & App)
- Sky Bingo (Web & App)

Senior Web Designer / Sky Sports (Sports / CMS)
June 2006 – January 2013

Working in a data informed "test and learn" approach, I focused on improving the user experience to increase our KPIs across increased conversion, brand perception, engagement and loyalty. I collaborated closely with the wider Sky Creative colleagues to seek innovative ways to translate business goals and brand vision into tangible designs. I worked with Product Owners to understand their vision and conducted user research (quantitative / qualitative).

Projects included: Sky Sports Fantasy Football League and Sky Sports News

Senior Web Designer / Chapter Eight (Full service agency)
Jun 2004 - Jun 2006
At Chapter Eight I was responsible for the IA, product design, front-end build and CMS integration for E-Commerce clients including Viyella, SockShop and Swaine Adeney Brigg. I was also responsible for project managing key accounts, from stakeholder management to quoting/scheduling in work.

Web Designer / DEV Systems (Full service agency - social housing / council sector)
Jan 1999 - May 2006
Clients included Manchester City Council, Bradford Council and Aldwyck Housing Group.

References - on request.
Available from EMIS, NHS Digital, Infinity Works, Orange Wheels, Jet 2, Sky Bet and Ticket Arena.