

Elizabeth Hitchins

Designer

Keirodesign Limited
West Midlands, United Kingdom

07435972407
liz@keirodesign.com

Profile

Creative and user-focused Interaction and Service Designer with extensive experience designing intuitive, accessible digital services across government and public-facing platforms. Skilled at translating complex research insights into elegant, user-centred interfaces. Experienced in agile, multidisciplinary teams, I work closely with user researchers, content designers, and developers to iterate solutions that meet user needs and business goals. I bring a strong understanding of accessibility, prototyping, and service design, and thrive in fast-paced, complex environments.

Skills

Interaction & Service Design Skills:

- Accessible design (WCAG 2.2)
- Prototyping (low to high fidelity)
- Agile & GDS service standards
- Cross-functional collaboration
- User-centred design principles
- Stakeholder communication
- UX for complex systems

Experience

Government Legal Department / Lead Interaction and Service Designer & User Researcher

Sept 2023 to January 2024, September 2024 to March 2025

Led design on a new Legal Practice Management System across discovery and alpha phases. Designed and tested interfaces with litigation and advisory lawyers, business support and finance teams. Evaluated third-party vendor solutions through research-informed prototyping, ensuring inclusion of users with accessibility needs.

Office for Students / Senior Service Designer

February 2025

Evaluated and proposed UX improvements for student and provider-facing digital channels. Contributed to strategic design recommendations supporting the organisation's 2025–2030 digital roadmap, with an emphasis on accessibility and future-proof design.

Highways Agency / Senior Interaction Designer

August 2024 to September 2024

Designed conversational flows for an AI chatbot to help users understand and appeal penalty charges. Mapped user journeys, defined scenarios, and collaborated with AI developers to iteratively improve interactions based on user feedback.

Mind.org / Senior Interaction and Service Designer

May 2024 to August 2024

Redesigned the donation pathway and digital content structure based on mental health persona research. Worked with accessibility consultants and users with lived experience to inform inclusive and emotionally supportive design decisions.

Visit England / Senior user researcher

April 2024

Website renewal project for Visit England (currently live), researching and developing their new website to include a new itinerary and maps feature.

Apprilis / Bid writer

April 2024

Working on a series of public sector digital delivery bids with the Apprilis team (3 won).

Department for Digital, Culture, Media & Sport / Lead user researcher

January 2024 to March 2024

Working on the discovery and alpha for the data improvement programme. Focusing in the collection and ingestion of key data sets from public bodies that received funding.

Cabinet Office / Lead user researcher

July 2022 to September 2023

Working on the Discovery and Alpha phases of the Covid19 Listening Exercise. Working with SaaS vendors to provide a well-researched interim and subsequent main release. A mix of social research and digital research, working with the online and offline journeys.

Developing processes and templates for this sensitive project as well as focus groups for creative projects such as the Tapestry project for the Covid19 Inquiry hearings.

Working on several smaller projects within the Cabinet office regarding automation of processes, fast stream programme and assessment frameworks. Working extensively with users with access needs.

Department for Education / Senior user researcher

January 2022 to July 2022

Working with professionals that support children and families below the threshold for social care. Short discovery on the referral process for families from professionals in education, health and enforcement leading

to an Alpha phase around a new referral form into local authorities to request help.

Department for Environment, Food & Rural Affairs / Social user researcher

July 2021 to February 2022

Working with farmers and farming representative groups to co-design the Sustainable Farming Incentive scheme that aims to support environmental practices and wildlife benefits.

Working with farmers around land management and implementing a series of actions on their farms that support the scheme objectives.

Homes England / Senior user researcher and interaction designer

January 2020 to July 2021

Led design work across digital transformation projects. Advocated for accessibility and neurodiversity in design practices. Coached internal teams on design thinking and GDS standards.

Education & Skills Funding Agency / Programme lead researcher and service designer

April 2018 to December 2019

Working with the Data collections project and across the Data Science teams to improve the quality of the research process and reputation among stakeholders. Running discovery, Alpha and Beta on a complex data driven service that deals with over 8bn of government funding. GDS assessed.

HM Revenue & Customs / Interaction designer

August 2017 to April 2018

Designed the Income Tax section of the Business Tax Account. Created scenario-based prototypes and worked with cross-functional teams to align designs with policy and user needs.

Solicitors Regulation Authority / User researcher and interaction designer

April 2017 to August 2017

Translated legacy legal forms to digital journeys. Designed user flows and prototypes, and embedded agile design practices within a regulatory setting.

Skills Funding Agency / User researcher and interaction designer

September 2015 to April 2017

Designed and tested services for the Digital First Careers Service. Created responsive prototypes and integrated accessibility from early stages. Conducted extensive user testing and rapid iteration in agile sprints.

Previous experience

Before 2015

Working on end to end projects through the full UX and design cycle through agencies in the USA and Germany. Working in the private sector with financial and ecommerce companies. I also worked as a research and development chemist in the pharmaceutical sector.

References

Helen Cassidy / Product owner, National Careers Service

"Liz has been an absolute gift to the National Careers Service development team. Her ability to translate and respond to user needs with beautiful front end design is second to none. With her technical prowess and her empathy for the user, Liz would be an asset to any organisation and I would jump at the chance to work with her again in the future."

Education

DeMontfort University, Leicester / BSc HONS Chemistry
(Pharmaceutical) 2:1