



Emily Lawes

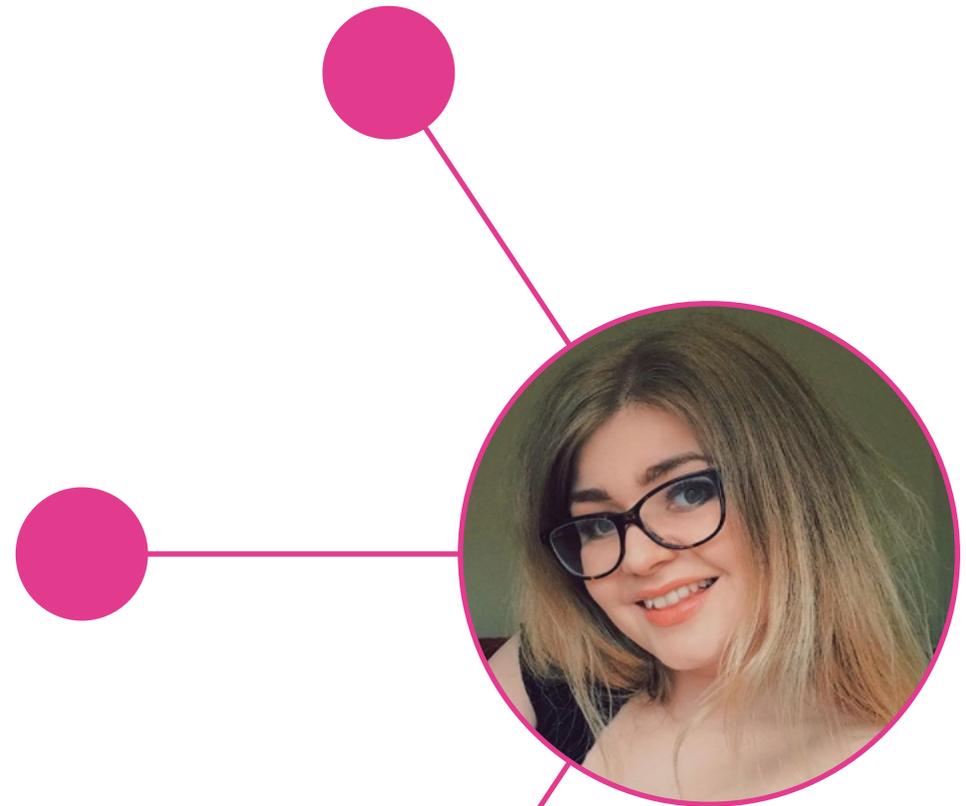
**UX** Design Portfolio



# Hi, I'm **Emily Lawes**

I am passionate about creating designs that are focused on people, and keep **accessibility and inclusivity** at the forefront of everything I do.

I have over 5 years experience in product and service design and development, delivering thoughtful experiences and advising and mentoring others.



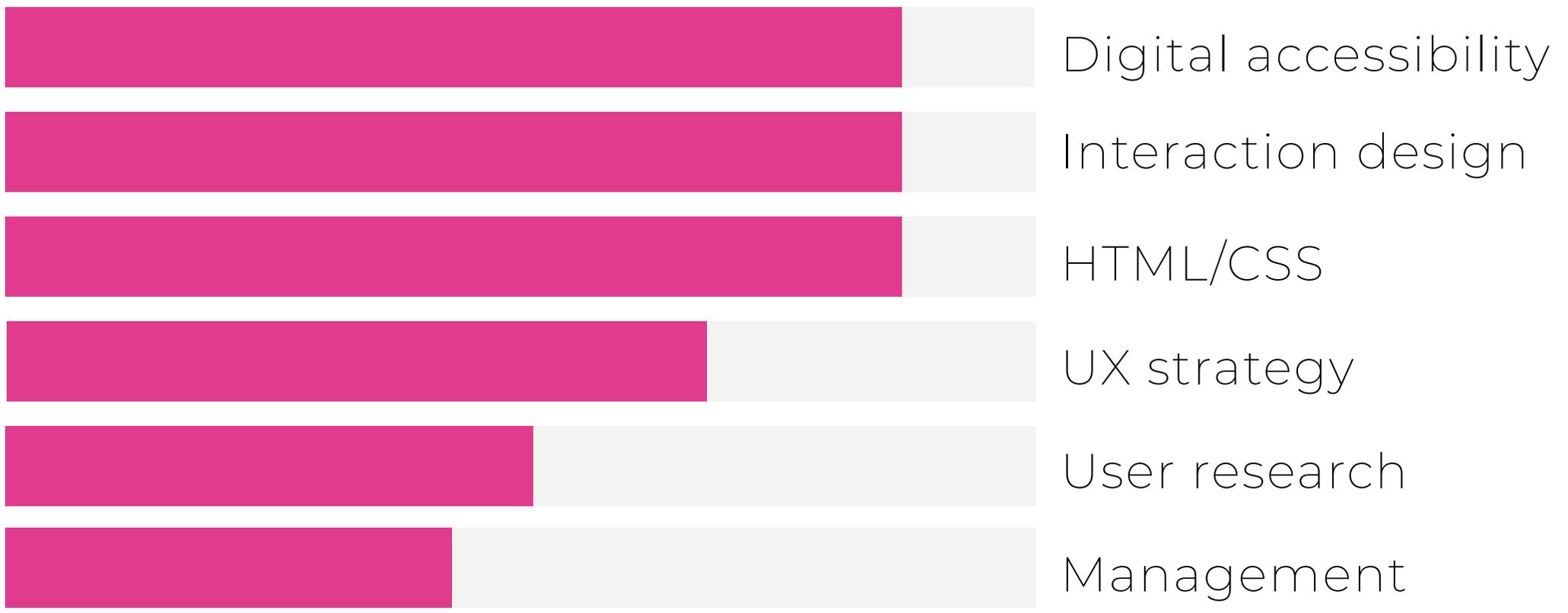


# Contents

1. About me
2. Case studies
3. Accessibility consultancy
4. Contact



# Skills





# Experience



**BSc Mathematics**  
**UNIVERSITY OF BATH**  
2012 - 2016

**Provisioning analyst**  
**O2 UK**  
2014 - 2015

**Software engineer**  
**IPL**  
2016 -2017

**Caption writer**  
**REV.COM**  
2019 - NOW

**UX Designer**  
**CIVICA**  
2017 - NOW

Some clients I have worked with and for:





# Methods

Discover	Design	Deliver
Requirements gathering	Wireframes	Prototyping
User research	Iterative design	Design systems
Analysis	User testing	Accessibility audit



# Case studies

A small selection of my most recent and relevant UX design projects. Whilst taken from an extensive variety of clients, with many under NDAs, the following are publically shareable.

01.

**CIVICA**

**Lead UX Engineer and Designer,**  
Design System

02.

**flybe.**

**UX and Visual Designer,**  
Website and flight booking journey

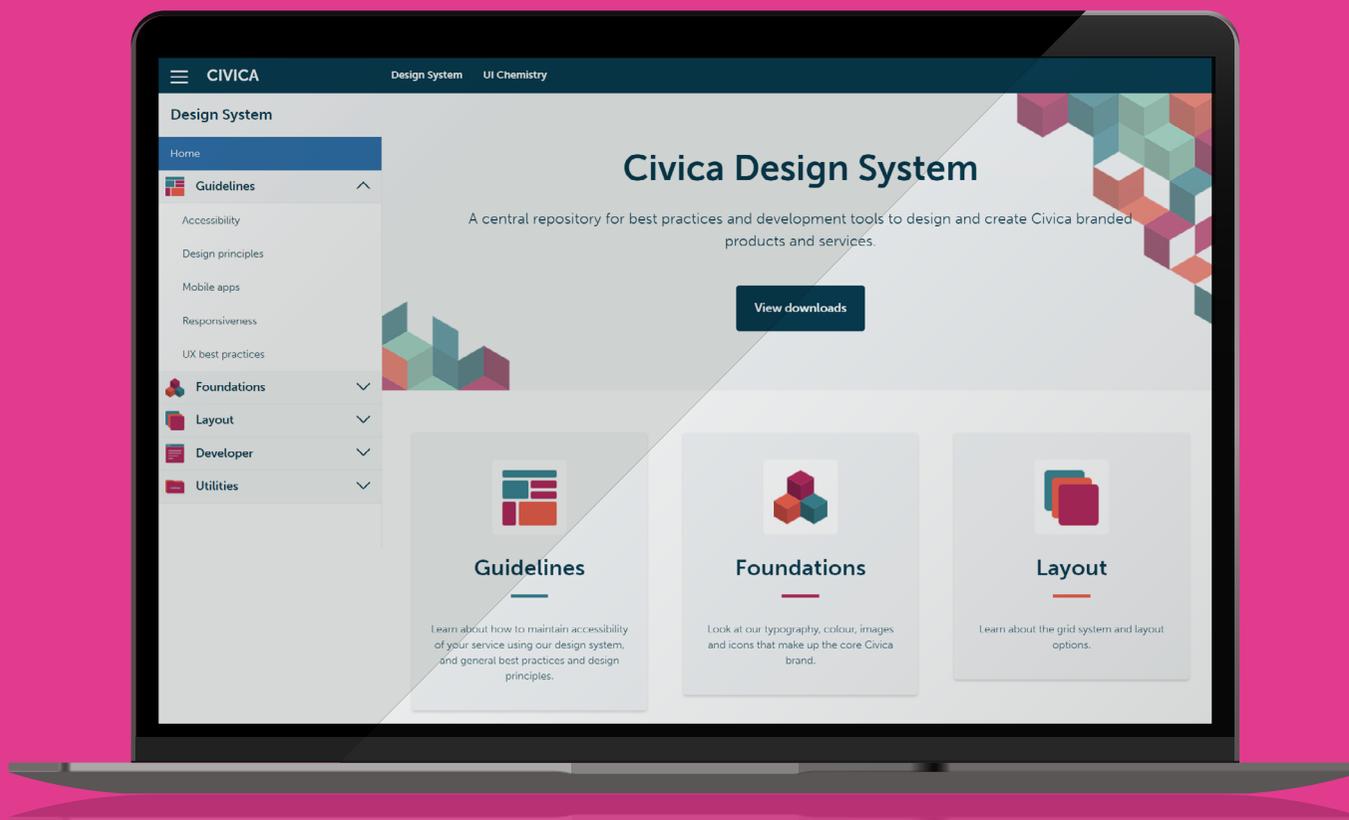
03.

**CIVICA**

**Lead UX Designer,**  
Modernisation drive for existing products



# Civica's Design System



## Role

Lead UX Engineer / Designer

## Responsibilities

UX/UI design, HTML, CSS, jQuery, Accessibility, Strategy

## Project length

18 months +

## Team size

2 designers / developers, 20+ stakeholders



# Background and problem

The product library across Civica is extensive, varied and created with varying levels of UX maturity. Civica products do not have a consistent user experience.

By creating a Design System, we can:

- Unify products to be consistently usable
- Accelerate development of new products
- Modernise legacy systems to be inline with UX best practices and responsive guidelines
- Ensure WCAG compliance from the start of a product instead of as an afterthought

## Key stakeholders

Project Managers

Product Owners

UX Design Team

Product Strategy Team

Front-end Developers

Brand Manager



# My process

Who needs the Design System, and what do they need it for?



Requirements gathering

What components are needed for the products, and how should they look and behave?



Component design

Writing the content to provide tailored best practice, advice, guidelines and tutorials



Content design



What information is needed, and how should it be presented?



Developing components in usable framework languages to be accessible and responsive



# Outcomes

WCAG 2.2 AA compliance

UX and Accessibility upskilling

Design System UX team formation

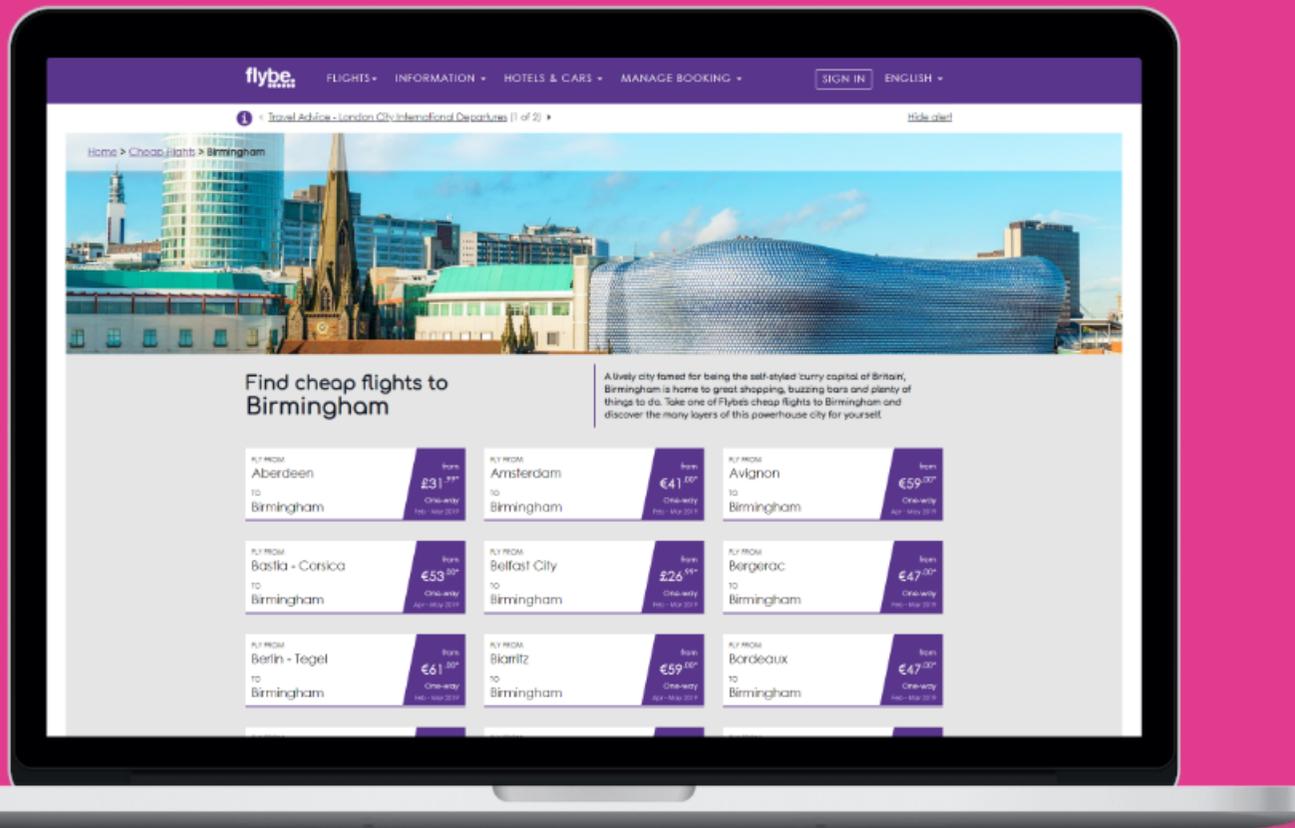
Modernisation of legacy systems

Increased awareness of UX Design



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# Flybe and Virgin Connect



## Role

UX and Visual Designer

## Responsibilities

UX/UI design, CSS, Product design, Analysis

## Project length

2 years +

## Team size

3 designers, large development/testing team, eCommerce team



# Background and problem

Flybe required an ongoing partner to create visual assets for their website, app and physical assets, SEO and upselling web-marketing materials, and user experience consideration throughout key user journeys such as booking flights and check-in.

Flybe had recently bought a white-label flight booking system that required redesign to meet the needs of their customers and custom offerings, along with branding materials.

Flybe also required support to rebrand all existing materials, and potential proof of concept mobile applications for their rebrand to Virgin Connect.

## Key stakeholders

Head of Digital

QA Test Team

Lead UX Designer

Integration Manager

Front-end Developers

Third-Party Suppliers



# My process

What products and services are available?  
How will changing them affect the business?



Business analysis

How can we present the eCommerce website and booking user journey to be visually engaging and user friendly?



Iterative design

Technically validate user stories and requirements, alongside A/B testing to measure conversion rate



Testing

Market research

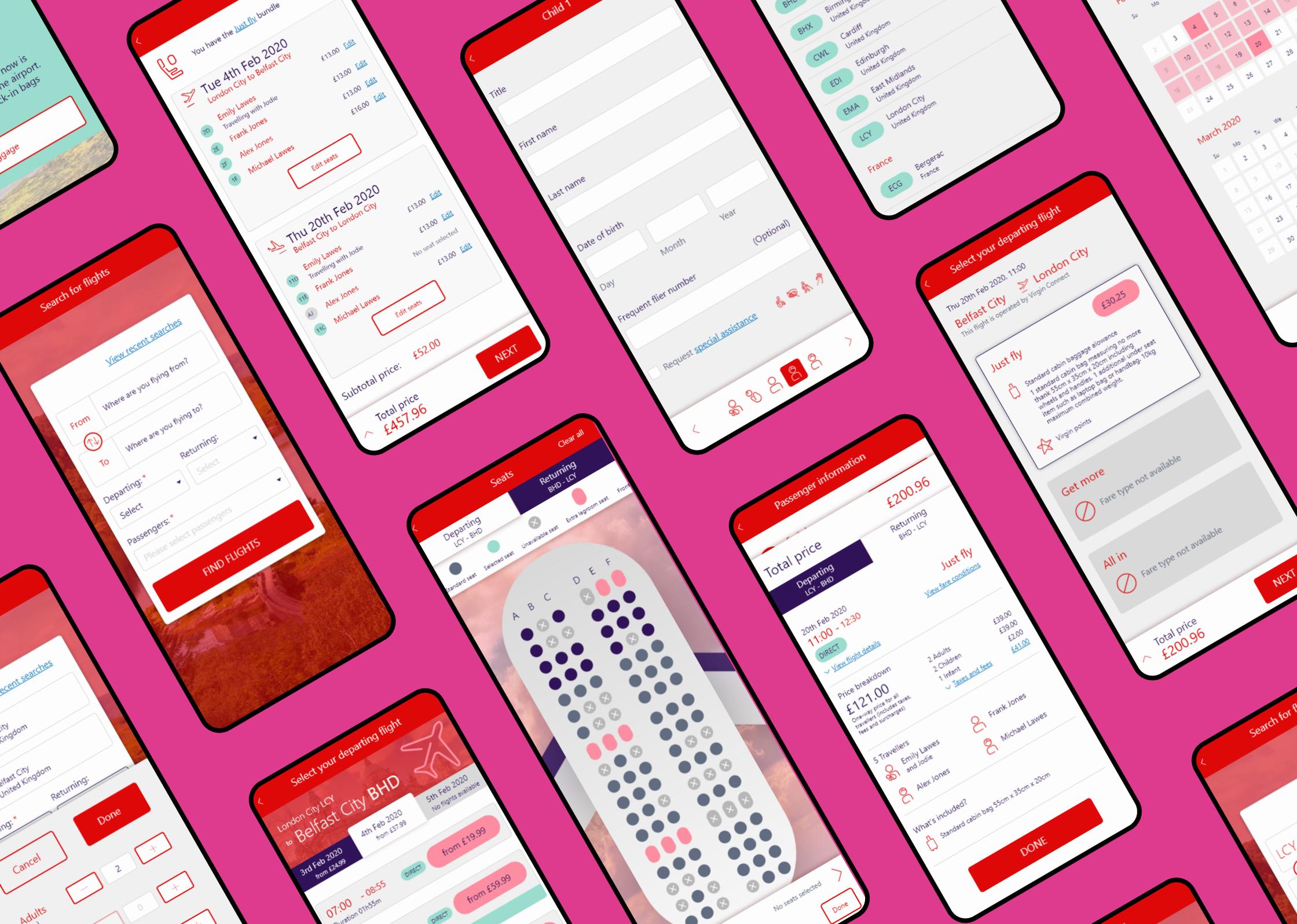


What do competitors do? What are the user journeys for other flight providers?

Visual design and development

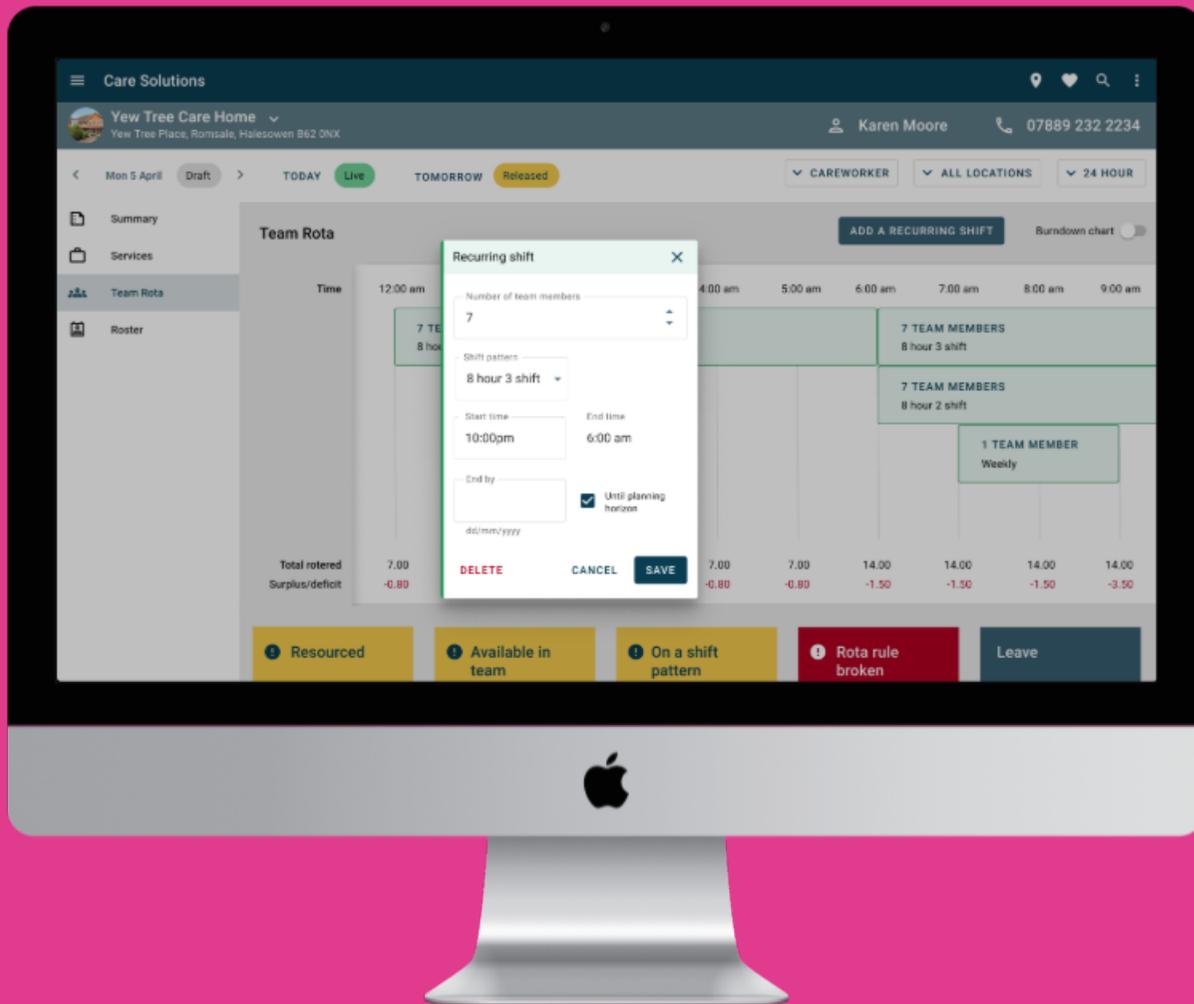


Creating brand assets to align to core brand guidelines, write CSS to ensure product integration





# Civica Product Modernisation



## Role

Lead UX Designer

## Responsibilities

UX Strategy, UX Design, Project Management, Accessibility, Consulting

## Project length

1 week to 6 months

## Team size

Various

# Background and problem

Several internal Civica products had low UX maturity and required UX embedded through their design and development process, some requiring entire new designs, and some requiring small modifications.

Many systems exist as Graphical User Interfaces, and were making the move to cloud-based web applications for the first time in 20+ years, so required careful translation to ensure the final result can be adopted by expert users of the current system, and be easily learnt by new users.

As the Lead UX Designer on several internal products, I helped to integrate the Design System where appropriate, and I upskilled product teams with UX Design, Accessibility and front-end development.

## Key stakeholders

Front-end developers

QA Test Team

Product Owners

System Users

Business Analysts

Project Directors

# Individual challenges

Due to the varied nature of the many different products that Civica has, each required an explicit focus to improve the user experience and meet the needs of the key stakeholders.

## Council ePayments store

- Meeting customisation requirements for 50+ different brands
- Adhering to accessibility compliance and bespoke requests

## Financials system

- Conversion to new brand guidelines in short timescales
- Converting presentational data methods into accessible alternatives

## Carehome management system

- Streamlining complex omnichannel journeys
- Embedding accessibility into development and test processes and bringing sceptical stakeholders on board and into the process
- Managing limited resources

## Revenues and benefits cloud system

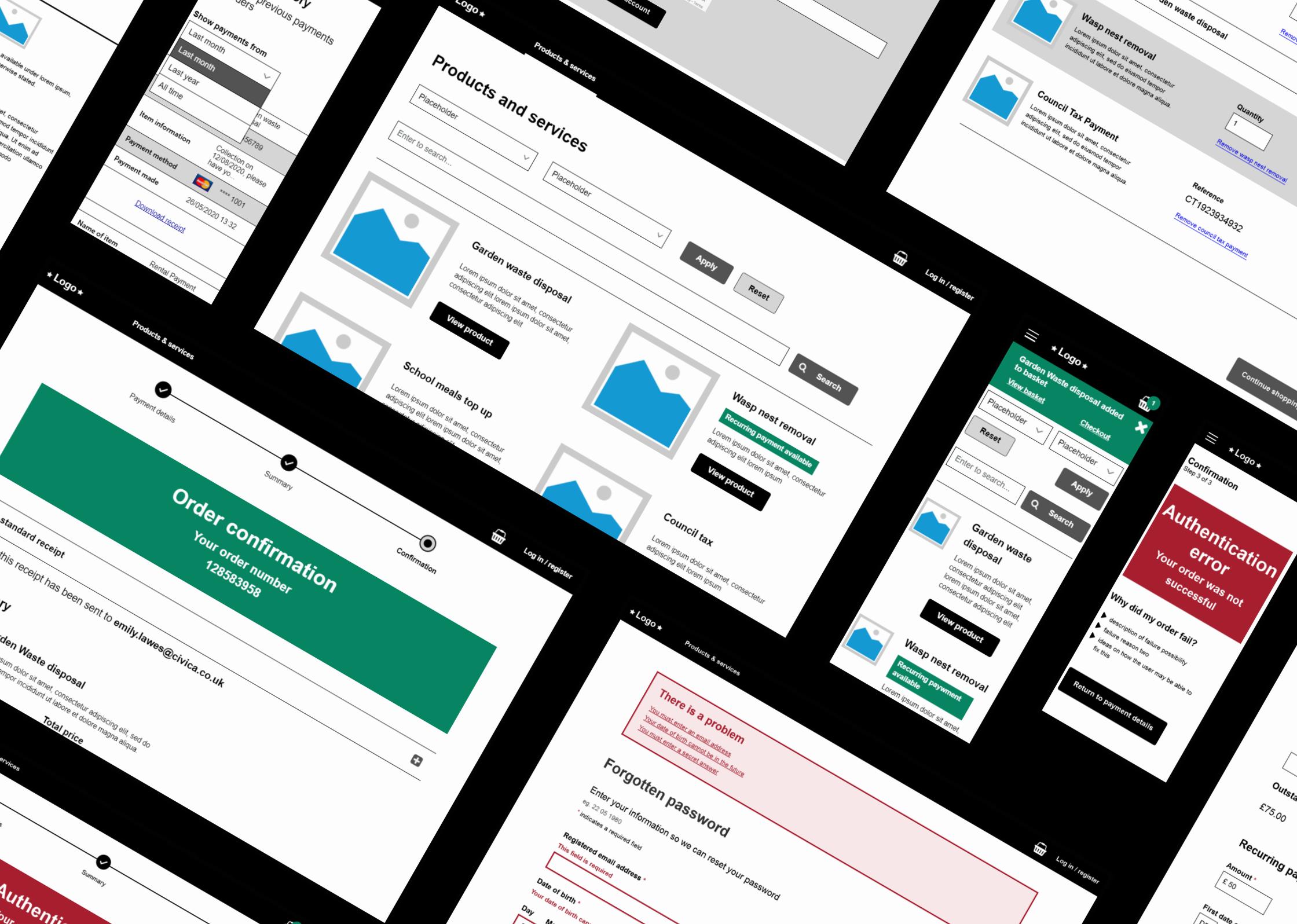
- Reducing number of pages requiring development to streamline user journeys
- Accessibility upskilling and recruitment within development team

## Business intelligence and analytics portal

- Presenting the right information for the relevant senior stakeholders
- Ensuring data visualisations are accessible for colour blind staff

## School payments portal

- Defining the core user journeys of a parent to improve the findability of available items
- Production of an accessible brand and style guide in very restricted timescales





# **Accessibility Consultancy**



# Segregated User Experience Design **SUX!**

20% of users who require the use of digital services have an impairment or disability, so why is accessibility only the developer's job, or why do we not have a budget to represent all our users in research?

As a part of my job as a UX Designer, I have become passionate and invested in ensuring all digital products are accessible for all.

Accessibility audit partner  
for NI government

Production of WCAG 2.2  
AA Design System

Upskilling design team  
through 3rd-party training

Accessibility consultant  
across internal teams

Mentor for accessibility for  
designers and developers

Embedding accessibility  
in proposals and research



# Contact

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