

Andy Price

Principle content designer and service designer

andyhprice@proton.me / 07957 732250 / Based in London

Combining deep content design expertise with systems thinking and operation service design, I specialise in content strategy, ContentOps, accessibility, AI-enabled design and transformation of large-scale government services. I'm experienced in leading multidisciplinary teams, embedding generative AI into design workflows and delivering GDS-compliant services.

Core skills

Content Design, Content Strategy, ContentOps, AI-Assisted Content Creation, Generative AI, Prompt Engineering, Information Architecture, Accessibility, GOV.UK/GDS, User Research, Agile Delivery, Stakeholder Engagement, Design Leadership, Service Design, Service Blueprinting, Journey Mapping, Systems Thinking, AI-Enabled Design, Digital Transformation, Human-Centred Design, Process Mapping, Change Management

Experience

Principle Content Designer and Service Designer, Cognizant | March 2022 to present

- Content lead on a government service reaching 12 million users.
- Embedded generative AI tools into content and service design workflows for drafting, auditing, prototyping and efficiency gains.
- Led content strategy, governance and information architecture across complex services.
- Set up and managed team of content designers and grew design communities of practice.
- Supported bids and transformation programmes across public and private sectors.
- Designed end-to-end services across discovery, alpha and beta phases.
- Integrated AI tools into research synthesis, service analysis and design documentation workflows.
- Facilitated workshops with senior stakeholders and multidisciplinary teams.
- Delivered transformation initiatives supporting millions of users while meeting GDS standards.

Lead Content Designer, UK Civil Service | Apr 2019 - Feb 2022

Cabinet Office | June 2021 to February 2022

Worked in the Equality Hub, creating content for disability policy, ethnic disparities, gender equality in the UK. Responsibilities included:

- Writing and iterating user-centred content within the UK Civil Service's largest department.
- Content lead for digitising the Gender Recognition Certificate process through discovery to full launch.
- Working with user researchers and interaction designers to use real world data to influence content, write problem statements and build prototypes.
- Reviewing and auditing service content for accessibility.
- Contributor to government content design community through crits, presentations, community event planning.

Department for Work and Pensions | Jan 2021 to May 2021

Worked in Universal Credit, used by 20 million people in the UK with a remit for reducing the cost and maintenance of running the service. Responsibilities include:

- Writing and iterating user-centred content within the UK Civil Service's largest department.
- Working with user researchers and interaction designers, building prototypes.
- Leading on content within an agile team.
- Reviewing and auditing service content for accessibility.

Department for Transport | Apr 2019 to Dec 2021

Reporting to the head of digital publishing and leading on content within the Brexit communications team with wider responsibility for business as usual digital content. Responsibilities included:

- Leading on creating content for creative campaigns, policy design, service design and guidance.
- User-mapping, research and prototyping of new services and page layouts on GOV.UK.
- Content transformation of department content and leading on W3C web accessibility project.
- Stakeholder management including working with department units on developing policy, advising senior leadership and ministers on content approach.
- Line management of 2 content designers. Completed L&D in analytics, leadership and social media.

Senior Content Producer, UK Research and Innovation | Apr 2017 to Apr 2019

Reporting into the Director of Communications for Innovate UK, within UK Research and Innovation to produce content promoting the government's £4.7 billion Industrial Strategy Challenge Fund. Responsibilities included:

- Devising, leading and delivering flagship creative campaigns to reach young innovators through the Industrial Strategy Challenge Fund.
- Project managing, including budgeting for around £100,000 of content annually, commissioning, and agency liaison for a variety of content projects from print publishing annual reports to short video and animation series, podcasts and working with business head and presenters.
- Redesigning UX for digital channels with a focus on service design and leading on brand development and management.
- Mentoring 4 juniors, including content designers and writers.

Education & development

- **2:1 BA (Hons) in Media and Communications** at Birmingham University
- **Diploma in Script Development** at the National Film and Television School
- Completed Cognizant's comprehensive **AI fluency training programme**
- Certified emerging leader through Cognizant's **Leadership Development Programme**