

Paul Annett

UX / digital product design lead

Previously: Twitter, GOV.UK / GDS, Saga and Clearleft

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18 years experience, most recently at **Saga**, at **Twitter** and at **GDS** working on **GOV.UK**. Improving digital design culture and working with Agile product teams to research, plan, design and deliver engaging, high performing apps, websites, and services. Currently excited about emerging digital interfaces: voice, smart-home, autonomous vehicles, in-car, AI etc.

Group Head of UX, Saga plc

2015 – 2017

Grew central team to modernise Saga's approach to digital, and improved the design culture across the business. Service design thinking for multi-channel experience, as 50+ audience is often not confident using digital. On Saga's leadership team, reporting to exec-level.

Project examples:

- *Membership & GDPR* – led the digital design aspect of the loyalty programme using MVT to increase marketing opt-in, negotiated the complexities of GDPR regulation at a scale of millions of customers with data across various legacy systems.
- *Digital rebrand* – led the group pages redesign and established a central pattern library to improve conversions, consistency and efficiency.
- *Email unsubscribe project* – prioritised strategic business goals ahead of short-term divisional targets, and reduced global unsubscribes by **65%**.
- *Digital training* – huge improvement to digital team engagement across the business with an expert training programme covering RWD, accessibility, content strategy, etc.

My work at Saga was mostly behind-the-scenes, establishing a solid foundation for digital teams across the business to create excellent products.

Senior Product Designer, Twitter

2013 – 2015

Worked on the Influencers team in an Agile environment, defining strategy and vision for how Twitter works for pro users and publishers. Led design to cater for users with professional workflows and complex edge-cases. Worked with distributed teams around the globe.

Project examples:

- [TweetDeck](#) – continued product development for advanced Twitter client, with simultaneous access to multiple accounts, multiple timelines, and powerful search.
- *Twitter for Teams* – designed a way to allow social media professionals to tweet from a brand account without needing to share the account's password among their team.
- *Dataminr* – designed Twitter timelines with advanced breaking news / social media monitoring and geospatial analysis for newsrooms.
- *Account migration* – guided users with legacy accounts to move to a more secure login system, hiding many layers of complexity to make it easy to migrate.

Design Lead, Government Digital Service / Cabinet Office

2011 – 2013

Led design at GDS from the prototype of [GOV.UK](#) and major services like [Register to Vote](#), working in small Agile teams. Designed for users with a range of digital confidence levels. Mentored and managed relationships with design teams across government.

Project examples:

- *Alphagov* – designed the ultimate proof-of-concept for stakeholder buy-in, presented at 10 Downing Street. Led to the Secretary of State discussing UCD in the House of Commons and approving the formation of the Government Digital Service
- *Register to vote* – prototyped interaction design patterns and ran usability testing for an online service that once launched went on to achieve **95.9%** user satisfaction
- Worked on the original interaction design pattern library and principles that went on to become the [GOV.UK Service Manual](#) and the [GOV.UK Design Principles](#)

Senior Designer, Clearleft

2006 – 2010

Designed websites and managed client relationships for dozens of projects. Also helped run web design conferences and worked on the creation of Silverback app, the usability testing software used by many UX / web professionals.

Web designer, various freelance & perm roles

1999 – 2006

BA (Hons) Television Production, Bournemouth University

1996 – 1999

Areas of expertise:

Design leadership and strategy, product design for mobile & web, UX design, service design, user research, usability testing, prototyping, interaction design, UI & visual design.

Conference speaking:

- SXSW Interactive, Austin
 - IA Summit, Baltimore
 - IxDA, Oslo
 - Web Directions, London
 - Future of Web Design, London
 - Design It Build It (DIBI), Gateshead
 - Webdagene, Oslo
 - WebDevConf, Bristol
 - ESAD Web Talks, Portugal
- ...and more

Recognition:

- 2017 – *UXUK Awards* – judge
- 2013 – GOV.UK – *D&AD Black Pencil* winner (Content Design category)
- 2013 – GOV.UK – *Design Museum Design of the Year* winner (Digital & overall)
- 2009 – Clearleft – *Net Awards* (Agency of the Year)
- Various articles published in Net magazine
- 2007-2018 – YouTube original content creator with over **22 million** views