

AL ROBINSON

Senior Interaction Designer | Web & Service Design | Design Leadership

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Senior interaction designer with a career spanning digital services and design education. I design clear, accessible web experiences that work across desktop, tablet and mobile, helping people achieve what they need to. I work closely with engineering, research, data and other disciplines to solve complex, ambiguous problems. I use research and data to guide decisions, and AI to analyse complex information, explore ideas and prototype faster in code, while balancing user, business and technical needs. I look beyond individual interactions to the wider journey and longer-term experience and contribute to the growth of design teams through mentoring, feedback, sharing expertise and raising the quality of design.

EXPERIENCE

Opencast - Senior Interaction Design Consultant | Dec 2022-Present

Designing web-based services for citizens, businesses and government staff, often working with complex policy and technical constraints.

HMRC - Live Services | Apr 2026-Present

- Established a new UCD team for Live Services, working with senior stakeholders, delivery, developers and technical teams to define its role, introduce ways of working and create processes for managing and reprioritising a fast-changing workload.
- Lead interaction design across a range of live HMRC web services, using customer feedback, page drop-off data, journey success rates and reasons for contact to understand where users are struggling and improve the experience.
- Partner with Performance Analysts to understand user behaviour through drop-offs, success rates, time on page and click-through rates, using this evidence to shape improvements. Currently setting up A/B testing for changes to a subcontractor registration journey.
- Lead design work responding to policy and legislative change. For example, worked with business stakeholders to add vaping products duty to the Declaring Movements journey, enabling users to declare their movements and meet new legal requirements while balancing user, business and technical needs.
- Redesigned page hierarchy and interaction patterns where additional legislation needed to be explained, reducing cognitive load while maintaining accessibility for screen-reader users.

HMRC - Construction Industry Scheme (CIS) | Mar-Apr 2026

- Led the interaction design work around a problem causing around £100m in annual revenue loss. Analysed the journey to identify where users were declaring information incorrectly and proposed an iteration designed to prevent the problem. The proposal is going through approval for implementation.
- Mentored the junior designer joining the team, supporting them with interaction design and the GOV.UK Prototype Kit.

HMRC - Digitisation of ISAs (DISA) | Sep 2025-Feb 2026

- Led interaction design for the registration journey for a new digital ISA reporting service covering millions of customers, turning complex policy into a simpler, accessible experience with lower cognitive load.
- Joined a team with unclear priorities and an approaching Alpha assessment, then brought together research, accessibility, and assessment feedback to identify the biggest gaps and agree what needed addressing first.
- Led the roadmap, backlog and plan for tackling the highest-risk issues, helping align the team around a clear direction. The service passed Alpha with all greens and the turnaround led to the team being nominated for Team of the Year.

HMRC – Unity | Jan–Mar 2025

- Mapped complex procurement journeys and rapidly tested low-fidelity prototypes with users, using what we learned to create higher-fidelity designs and identify where further research was needed.
- Worked within the technical and accessibility constraints of a low-code/no-code SAP platform, adapting the experience around what the technology could support.

HMRC - Modernising Authorisations | Aug-Dec 2024

Promoted to Senior Interaction Design Consultant, Oct 2024

- Designed journeys enabling users to amend Customs & Excise authorisations, working across HMRC, Accenture and Salesforce while keeping teams aligned around the end-to-end user experience.

HMRC / Valuation Office Agency - Welsh Council Tax Reform | Aug 2023–Apr 2024

- Worked in Discovery to understand user needs, writing and testing hypotheses to challenge assumptions about the proposed service and shape what needed exploring during Alpha.

- Created a Welsh/English language toggle in the GOV.UK Prototype Kit, enabling realistic research with Welsh speakers and showing why English and Welsh needed to be designed and tested together rather than Welsh being added afterwards. The toggle has since been used across multiple government services.

HMRC - Plastic Packaging Tax | Jan-Aug 2023

- Designed the return journey enabling businesses to report recycled and non-recycled plastic and calculate the tax due, turning complex rules into a clearer journey and guidance.
- Developed a high-fidelity prototype for realistic accessibility research with assistive technology including screen readers and supported the service from public beta through to launch.
- Mentored a junior designer; the service passed its assessment and went live successfully.

Department of Work & Pensions (DWP) - Associate Interaction Designer | Dec 2020-Dec 2022

DWP - Get Your State Pension | Feb-Dec 2022

- Improved a high-volume service in public beta using customer satisfaction data, feedback surveys, usability and accessibility research to identify where users were struggling and iterate the journey.
- Balanced changing user and policy needs with the constraints of an established live service as new issues emerged at scale.

DWP - Winter Fuel Payments | Dec 2020-Aug 2021

- Worked on enabling users to receive information in alternative accessible formats, bringing together teams across DWP to work through the system and process changes needed where no established approach previously existed.

Lead Design Teacher – Benfield School | Sep 2013-Dec 2020

- Established and led a new Design & Technology department, developing the curriculum, coaching staff and introducing evidence-led approaches to teaching and design.
- Increased GCSE uptake by 925%, growing engagement with the subject after establishing the new department.
- Led inclusive design projects with the RNIB and trained 100+ teachers in digital technology.

Earlier Design Internships - London & Turin, Italy | 2007-2010

- Worked across yacht and aircraft interior design and car and product design, collaborating in multidisciplinary teams, working with clients and creating and iterating visual and functional prototypes.

DESIGN LEADERSHIP & CONTRIBUTION

- Shared the approach across government through talks and a published [Design in Government blog](#), with teams across government adopting the toggle in their own services. I was later invited to contribute to work adapting the pattern for the updated GOV.UK brand.
- Co-led the Interaction Design community, introducing check-ins, acting on employee feedback and running a “managing your workload” session described as creating a safe, empowering space.
- Lead design and accessibility assessments for client teams, advising designers on interaction patterns, accessibility, user evidence and government design standards.
- Host of [AiX Conference 2027](#), where Monzo Senior Design Manager Jay Clark is a speaker.
- Co-organise and host Newcastle UX (NUX) networking events.
- Hosted Opencast’s largest company conference for nearly 400 colleagues.
- Mentor and coach junior designers, apprentices, and colleagues preparing for progression panels; regularly contribute to design critiques.
- Mentor designers through ADPList, providing career and design guidance.
- Use AI in my day-to-day design work to prototype faster in code, break down complex policy and technical language, and identify gaps in my understanding.
- Contribute to AI working groups at Opencast and HMRC and am helping develop AI-assisted search across historic research and data to identify patterns across services.
- Support recruitment by leading interviews.
- Lead and organise workshops, company-wide training and mental health events; support work experience activities; and contribute to podcasts, blogs and hackathons.

AWARDS & RECOGNITION

- 2026 HMRC CDIO Design Awards – Team of the year nomination.
- 2024 HMRC Design Awards - Outstanding Designer, recognising my work on the Welsh language toggle.
- 2024 HMRC Design Awards - Outstanding Team, as part of the Modernising Authorisations team.
- Plastic Packaging Tax - finalist in the National Impact Awards and Real IT Awards.

EDUCATION & TOOLS

- **Education:** BA (Hons) Transportation Design, 2:1, Northumbria University | Design & Technology School-Centred Initial Teacher Training (SCITT), Grade 1 (Outstanding), Northumbria University
- **Tools:** GOV.UK Prototype Kit, HTML/CSS, Figma, Mural, Miro, GitHub, Jira, Confluence, Heroku, Photoshop.