

# ZIV LAZAR

EXPERIENCE DESIGN LEAD | SC CLEARANCE

LONDON N16, 07745 187400, ZIV1.LAZAR@GMAIL.COM, PORTFOLIO: ZIVLAZAR.COM

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## INTRODUCTION

- Design research, Service Design, UX, Product Design with 20+ years' experience as a practitioner and team leader.
- Building and heading design teams. Leading project and Change teams' engagements for a customer-first approach.
- Discovery, Delivery, Transformation and Service Management (ESM) for UK Government (GDS) and Financial sector.

## EDUCATION

MA Digital Media & Communication   Goldsmiths University	2007
Psychology Research Methods   Birkbeck University	2017
Team Management Certification   KPMG Government Campus	2025
ITIL 4 Service Management Certification   PeopleCert	2025

## SKILLS

Service Design & UX research | Team Management | ITSM Service Management | Agile delivery | Figma | Video

## EXPERIENCE

**Service Catalogue Manager** | Bank of England, London Apr 2025 – Oct 2025

- Leading, designing, and driving the use of a Central Service Catalogue and Knowledge platform using CoPilot Studio.
- Collaborating with Central Services teams to build a unified platform for requestable services from across the bank.
- Facilitating pilot projects to improve value streams across directorates (Procurement, HR, Facilities, Security, Data).

**Service Design Manager** | NS&I (National Savings & Investments bank), London Dec 2022 – Mar 2025

- Led the Service Design team at NS&I. Recruited and built the Service Design and research team aligning to the customer service categories, mapping end-to-end customer journeys and experience maps, personas, JTBD, MTM.
- Led cross-business strategic workshops to map how the business goals and outcomes link to user research and data insights to become customer focused, reduce risk and create value.
- Created requirements and SLAs for external delivery partners on a cross-channel digital transformation programme to design, deliver, change and manage the release of services that help make NS&I the preferred savings bank.

**Service Design Lead** | Department for Levelling Up, Housing & Communities (DLUHC), London Apr 2021- Oct 2022

- Led UX research and design in an agile delivery environment. Working closely with development teams to design key services for internal and external statisticians and financial advisors from central and local government.
- Ran user research and usability testing, co-design workshops to map user needs and frustrations from the service.
- Designed Service journeys, wireframes and prototypes using government service standards.

**Service Design Lead** | Capgemini, London Jun 2020 – Apr 2021

### BP Account

- Led Research and Service Design on a Change Management project for BP.

- Created a Service Blueprint for the future of remote working for facility-based planners.

### **Defra Account**

- Led a multidisciplinary team through a **successful GDS Assessment** on a major DEFRA account.
- Led Design Thinking workshops which resulted in automation through data mapping of the decision-making process for farmers' grants, saving months of internal processing work.

**UX Practice Lead** | Ministry of Justice, London

Oct 2019 – Mar 2020

- Headed a team of UX designers, user researchers and content and designers. Interacted with business stakeholders, court staff, prosecution and defence solicitors, SMEs and project teams in a large agile programme environment.
- Brought user insights to the boardroom and made the case for a user-focused approach through Design Thinking workshops, service mapping and user research analysis.

**Service Design Lead** | Cognizant, London

Sep 2017- Oct 2019

### **Barclays Account**

- Redesigned the company's Intranet and mobile experience to meet internal staff needs based on user research.
- **Winner of NN/g Award 2020** for Best Intranet and Best Intranet Award 2019 #IoICAWards19.
- Mapped the Barclays eco-system of business units, and by using JTBD methodology, redesign them into a platform of connected services and personalised experiences.

### **FCA (Financial Conduct Authority) Account**

- Led research and internal workshops to map out as-is and to-be business processes and presented a user-focused strategy across two key service products: Connect & FCA Register.

### **HMRC-FIS (Fraud Investigation Service) Account**

- Led research and co-design workshops, mapped service journeys for criminal investigators.

### **Additional activities**

- Working as part of the design and Sales teams on pitches and PoCs (proof of concept) including presentation.
- Running workshops to bring awareness to Accessibility and related solutions. Involved in awareness days.

**Principle UX Consultant** | Triad Consulting Group

Jul 2014 - Mar 2017

- **Cabinet Office & Government Digital Services (GDS)** to test and improve the 'Register to Vote' service.
- **Electoral Commission** to rebuild the public search facility for donations, loans and accounts for political parties.

**Principle UX Engineer** | Samsung SDS, S.Korea

Apr 2012- Apr 2014

- Samsung Global HR Recruiting platform. Lead user research and facilitated design-driven discussions.
- Video analytics surveillance system, part of the 'Smart Cities' initiative. Advising leaders on the product direction.
- Medical products including mobile measuring devices and clinical back-end systems, setting and measuring health goals to increase patients' motivations.

**Global Content Designer** | Sun Microsystems, London

May 2005 - Apr 2010

- Part of a team that transitioned global marketing and email campaigns for EMEA & APAC websites into 44 locals.

**Product Design Lead** | McKinsey & Company, London

Sep 2004 - Sep 2005

- Set up and led a team of designers and developers to successfully build the "Stakeholder's Analysis Tool".