Jessica Issa

Service and Experience Designer

United Kingdom (open to remote) | info.jessicaissa@gmail.com | linkedin.com/in/jessicaissa | jessicaissa.com

PROFESSIONAL SUMMARY

Leads service design for a council's digital inclusion, case handling and digital platform programmes, from research with residents and staff to workflows built with IT. Works to the GOV.UK Service Standard. Applying service design methods since 2020 across interaction design, brand and digital, and operations.

WORK EXPERIENCE

Service Designer
North East Lincolnshire Council
Sep 2025 – Present

- Lead service designer on Digital Inclusion, Regulatory Change and the Digital Platform Review, working with teams of up to nine across Data, ICT, research, Housing and web.
- Digital Inclusion: led research with about 80 residents and 140 staff and turned it into six insights and four prototypes now in a 4 to 8 week pilot. Digital exclusion is now treated as a structural problem, not a skills one.
- Built an AI-assisted readability tool that cut the reading age of the crisis support page from 17 to 12. Eight testers across teams are piloting it.
- Regulatory Change: audited more than 55 enforcement forms, mapped task flows between Arcus and Salesforce and redesigned the case workflow with officers and IT, so no case depends on one person. Rolling out across housing, environmental and highways.
- Digital Platform Review: built the prioritisation matrix and effort model that restarted a stalled programme, then wrote the proposal for one resident-facing platform to replace 12 microsites. Approved by four service leads.

Lead Brand and Digital Designer
GTB
Nov 2018 – Dec 2024

- Built the name, identity, bilingual menus and website for a Dubai burger concept, working solo.
- Raised delivery app visibility 220% in year one, peak website conversion 11.3%, manual work down 60%.
- Wrote a Notion design system. The business ran independently after the 2024 handover.

Strategic Operations Consultant
Moora Foods
Dec 2022 – Jun 2023

- Core strategic lead on the sale of a three-outlet franchise group. Agreed terms between both parties across eight stakeholder groups. Built the asset and lease map, profit and loss breakdowns and pricing feasibility for the buyers.
- Retrained more than 70 staff on a new point of sale system in three weeks. Control moved across all three outlets with no lost trading days.

Retail Service Designer
Mango
Sep 2021 – Jul 2022

- Researched in-store behaviour through observation and interviews, mapped the customer journey and pitched a retail proposal and business case to four Mango representatives at head office in Barcelona.

Service and Experience Designer
SEAT Innovation with Anima Design
Sep 2020 – Jul 2021

- Ran user interviews and competitive analysis, then designed the information architecture and flows for a Gen Z mobility app. Delivered a final deck in SEAT's brand style.

SKILLS

Service design: GOV.UK Service Standard, service blueprints, journey mapping, double diamond, workshop facilitation, actor behaviour mapping, task-flow mapping, workflow redesign, rapid prototyping
Research: interviews, surveys, day-in-the-life research, competitive analysis, form and workflow audits
Tools: Figma, Miro, Illustrator, Notion

TALKS

Connected Britain, Sep 2026: keynote with the Department for Science, Innovation and Technology (DSIT).
Socitm, May 2026: Digital Inclusion Programme, Phase II.

EDUCATION

Bachelor of Arts (BA) with Honours, Business Design
Istituto Europeo di Design, Barcelona. First Class Honours.

Bachelor of Arts (BA) with Honours
University of British Columbia, Vancouver