

# MING CHAN

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## Profile

Principal Interaction Designer with 20+ years across design, technology, and strategy. For the past 4 years I have led interaction design at dxw on national programmes for the UK government - operating at programme level across design strategy, organisational practice, and people leadership. Before that, a career spanning London and Hong Kong, agency and in-house, design and engineering. Equally comfortable shaping a UCD team and stakeholder strategy as I am building prototypes, design systems, and front-end components.

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## Skills

**Leadership:** Design strategy, stakeholder management, line management, mentoring, resource planning, workshop facilitation, public speaking.

**Design and research:** Interaction design, service design, UX strategy, user research, usability testing, journey mapping, prototyping, AI-assisted prototyping, visual design, branding.

**Standards:** Accessibility (WCAG 2.2 AA), inclusive design, GOV.UK Design System, GDS service standard, GDS service assessments.

**Tools and technology:** Figma, Sketch, GOV.UK Prototype Kit, Miro, Lucidspark, Adobe Suite, Affinity, HTML, CSS, JavaScript, PHP, Git and GitHub, WordPress, Cursor AI, Claude Code.

## Work Experience

### Principal Interaction Designer

dxw, London | August 2022 – Present

Leading interaction design across complex national programmes for the UK government. Operating ~70% client-facing as lead designer on engagements, and ~30% on internal practice leadership across the design team and business.

Programme and client leadership:

- Lead designer across the DfE Regional Services Division (RSD) programme since 2022, holding the design thread across multiple delivery teams as part of the UCD cross-cutting team. Run design critiques, knowledge-sharing sessions, and workshops to build a coherent UCD community across the programme.
- Acted as UCD lead through Discovery, Alpha, Beta, and live phases on services including Manage Free School Projects, Apply to Transfer an Academy into your Trust (now live on GOV.UK), and Record Engagement with Education Providers.
- Built the case that successfully influenced DfE Senior Leadership to adopt a programme-wide shared patterns library, now a foundational tool used across the department's UCD community.
- Co-shaped the EAT Engine, a low-code form-building platform for public-facing application forms, that grew out of my work on the External Applications Team. Serve as design consultant supporting other RSD teams adopting it; three services live, two more in the pipeline.
- Led the rebranding of six RSD services to align with the GOV.UK and DfE rebrand (June 2025).

Practice leadership and innovation:

- Strategic advisor for designer-to-project matching, balancing client delivery needs with team members' growth goals.
- In May 2025, pioneered AI-assisted prototyping at dxw. Led a two-month internal advocacy campaign, secured organisational funding for Cursor AI, upskilled the design team, and demonstrated value to clients including DfE. Now standard practice for dxw interaction designers.

- Co-led the "Prototyping Public Services with AI" blog series, generating external engagement and inbound knowledge-exchange requests. Selected as a speaker at SDinGov 2026.
- Proposed and now lead dxw's company-wide International Association of Accessibility Professionals (IAAP) accessibility certification programme. Wrote the business case, designed the cohort-based learning structure, and lead study groups across design, tech, delivery, and GovPress (WordPress business unit). Builds internal capability and opens a new commercial service line.
- Contributed to dxw's Accessibility Manual and internal design standards.
- Provided design leadership continuity through a period of significant organisational change, maintaining team stability, morale, and delivery standards.
- Built the evidence base for fellow designers' career progression and advocated successfully for their recognition at leadership level.

## **Senior Interaction Designer**

dxw, London | July 2021 – August 2022

Senior interaction designer across UK public sector projects. Mentored design team members in design and prototyping, while leading UX design and accessibility on client engagements.

Key projects: BEIS Regulated Professions Register (Beta); Ministry of Justice MoJ Intervention (Alpha and Beta); Settle Social Housing website revamp; Global Interagency Security Forum (GISF) NGO Security Toolbox PWA.

## **Interaction Designer**

dxw, London | August 2018 – July 2021

Interaction designer on UK public sector projects, leading UX design, accessibility, and front-end development.

Key projects: UK Research and Innovation (UKRI) Websites Consolidation and Revamp (Alpha and Beta); Department for Education (DfE) Teaching Vacancies; Hackney Council Typography Revamp. Other clients: Crown Commercial Service, Department of Health and Social Care, Southwark Council, the Judiciary, GDS Blog and Campaigns, Ministry of Justice.

## **Senior Interactive Designer**

Skywire Studios, London | October 2012 – March 2018

Led UX and visual design for luxury and fashion e-commerce clients and digital marketing campaigns. Clients included De Beers (UK appointment booking; advertising campaigns), Ede and Ravenscroft, ProQuip Golf, Cordings, the English Premier League, and Heidi Klein.

## **Senior Creative Designer**

Simplify Digital, London | January 2010 – September 2011

Chief designer for a broadband comparison platform and white-label partner sites for the Guardian, Telegraph, MSN, Sky, Virgin Media, and BT. Responsible for site interaction, user journeys, art direction, visual design, branding, and front-end coding.

## **Earlier Roles**

**Design Consultant** (part-time), Linkdex, London | February 2012 – October 2012

**Assistant Product Manager**, Yahoo! Hong Kong | January 2009 – November 2009

**Advertising Technology Specialist**, Yahoo! Hong Kong | October 2006 – December 2008

**Web Designer**, Golden Dynamic, Hong Kong | March 2005 – August 2006

**Contract Analyst Programmer**, HSBC, Hong Kong | November 2004 – February 2005

**Programmer**, Bank of China, Hong Kong | June 2001 – November 2004

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## **Education**

Master of Arts, Image and Communication

Goldsmiths College, University of London | 2011 – 2012

Higher Diploma in Media Arts (part-time), Digital Video and Cinema

Hong Kong Art School | 2004 – 2007

Bachelor of Business Administration, Management Information Systems

The Chinese University of Hong Kong | 1998 – 2001

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## Selected Talks and Workshops

- The Art of Decision Making: Prototyping Public Services in the Age of AI - SDinGov 2026 (upcoming)
- Basics of Prototyping - Global Service Jam Hong Kong (remote), March 2026
- DfE representative - Schools and Academies Show, NEC Birmingham, November 2025
- Crossing Borders by Design - School of Digital Arts (SODA), Manchester Metropolitan University, June 2025
- How Multi-Disciplinary Teams Work in Public Sector Projects - Sheffield Hallam University, March 2021
- Prototyping Workshop for Non-Designers - dxw, August 2019

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## Selected Writing

- The art of decision making in prototyping - March 2026
- Prototyping public services with AI: the designer's new role, a human in the loop - dxw, December 2025
- Prototyping public services with AI: practical tips - dxw, December 2025
- Choosing a new typeface for the Hackney Council website - September 2020

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## Languages

Cantonese Chinese (native), English (proficient), Mandarin Chinese (fluent), Japanese (entry level)