

Brian Hendrick

Lead Service Designer

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About

Digital strategy, product management and service design specialist with extensive experience working in agile at scale, delivering end-to-end services, and championing human-centered design.

Work

Jun 2019 - Present
Ottawa, ON

Lead Service Designer at Canadian Digital Service

Design lead within various product teams, creating journey maps and service blueprints, facilitating co-creation workshops, and rapidly prototyping product touchpoints within service ecosystems. Responsible for leading the service design community of practice at CDS.

Apr 2018 - Jun 2019
London, UK

Product Manager at News UK

Enabled data platform team to deliver value and continuously improve ways of working. Designed and implemented a process for subject access requests which improves customer experience, increases operational efficiency, and ensures regulatory compliance.

Apr 2017 - Apr 2018
London, UK

Service Designer at Ministry of Justice

Designed public facing and internal services within the scope of prisoner money. Built prototypes, developed experience maps, and conducted user research to ensure that end-to-end service delivery was constantly iterating to be more human-centered whilst saving costs.

Oct 2016 - Mar 2017
Worthing, UK

Product Manager at HM Revenue and Customs

Led and managed a multidisciplinary team to deliver an OECD mandated project that provides a digital platform which collects annual data from multinational enterprises to share between tax authorities.

Apr 2016 - Sep 2016
London, UK

Service Designer at Department for Work and Pensions

Redesigned legacy services within DWP's digital portfolio to be more user-centered, cost-efficient, and aligned with departmental strategy.

Sep 2015 - Mar 2016
London, UK

User Researcher at Government Digital Service

Managed research project for the accessibility and inclusive design of a digital identity assurance service. The findings were used in future iterations of the GOV.UK service manual.

Education

Sep 2014 - Sep 2015
London, UK

MSc Philosophy and Public Policy

London School of Economics

Sep 2010 - Jun 2014
Guelph, ON

BA (Hons) Philosophy and Political Science

University of Guelph

Skills

Agile Delivery
Design Thinking
Digital Strategy

Journey Mapping
Rapid Prototyping
Service Blueprinting

Stakeholder Engagement
User Research
UX / UI Design