

Iain Porter

Service designer for complex organisations

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I connect research, operations, policy, data and technology to help teams understand difficult service problems, choose a direction and put it into practice. My work spans investigation and modelling through to detailed design and delivery support.

Selected evidence

NHS / Red Star: service redesign and supporting interfaces for a multidisciplinary FLS pilot reporting **55% less case-processing time** and **92% greater capacity**.

Registers of Scotland: an initial customer investigation supported an executive decision and led to a wider remit in the transformation programme team.

ACCA: introduced UX practice into a £9m programme; PwC approved the proposed integration of UX activities into its delivery workflow.

NHS projects through Red Star

Service Design Consultant | c. August 2019–present

Fracture Liaison Service. Mapped clinical work, identified lost time and capacity, modelled alternatives, and designed and validated a new operating model and supporting interfaces with clinical teams. Work covered triage worklists, patient information, care plans and correspondence.

The pilot eliminated the existing waiting list. The software and service change were subsequently procured in NHS Greater Glasgow & Clyde and NHS Lothian. Results belong to the multidisciplinary Red Star/NHS work.

Other clinical work. Whole-service ADHD research explored capacity alongside individualised clinical quality. Heart-failure prototypes connected population, treatment and patient views. Hip-fracture concepts exposed an integration and double-entry constraint; an emergency-care overview was conceptually validated but not operationally implemented.

Registers of Scotland

Senior UX Designer; later service design/analysis and Business Analyst | 2016–2022

Investigated a proposed Keeper-Induced Registration approach through solicitor research and operational, legal, policy, data and technology analysis. Synthesised evidence into options and trade-offs that helped executives decide not to proceed in that form.

Reassigned by the CTO to work alongside business and enterprise architects. Modelled registration volumes, staffing, case complexity and completion scenarios; developed visual models and narratives connecting initiatives to programme objectives.

Later contributed business analysis to digital registration delivery, including the COVID response. Represented UX in Scottish Government Digital Standards assessments and worked with senior conveyancing practitioners.

Experience and delivery

Independent client relationships have continued alongside enterprise engagements.

CropLife / IRAC

Independent digital product and service work | c. 2000–present

Designed and built scientific databases, mobile applications and publishing tools around the expertise supplied by committee members and specialists.

Guided CropLife's Detection Methods database from concept to implementation. Developed IRAC applications and information platforms; shaped costed proposals alongside ongoing delivery, maintenance and iteration.

RBS

UX Research & Design Consultant | September 2015–June 2016

Researched and designed customer-facing banking services with internal teams, suppliers and Fjord's service-design team. Mortgage-adviser interviews and moderated customer research informed iterative design and shared patterns.

Storyboarded a film explaining customer-led design to RBS's Executive Leadership Team.

ACCA

UX Consultant | June 2014–September 2015

Introduced research, information architecture and interaction design into an established programme, initially on internal examination administration and marking systems.

Integrated UX with delivery, developed reusable patterns and supported adjacent teams and supplier design work.

Barclays Wealth

Interaction Design Consultant | November 2010–July 2011

Interaction design for the Stockbrokers platform, including authentication and search. Standardised design documentation, built stakeholder relationships, contributed to accessibility research and coordinated visual-design and UI delivery. Nine-month engagement with one extension.

Independent practice

UXDC / formerly intraspin.com | Since 1999

Work for **over 20 freelance clients**, including bespoke operational software, community websites and agency collaborations. Designed and developed One Call Direct's HR application and safety-management software for SPM.

Practice and education

Research · Service and scenario modelling · Information architecture · Prototyping · Facilitation · Visualisation and executive communication · Multidisciplinary delivery

MA Psychology, First Class Honours

University of Glasgow · UC Berkeley exchange