



Digital, Product & UX Designer

Job description

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| Location | Hybrid: home and Westminster, London office |
| Tenure | Permanent Part time and full time available |
| Salary | £35,000 to £50,000 depending on experience Note: Salary for part-time roles will be calculated pro-rata. |
| Closing date | Rolling recruitment |

About the role

This is an exciting opportunity for a talented designer to shape the look and feel of Policy in Practice across every touchpoint, focusing on our SaaS product whilst also assisting with our website design and marketing and internal communications. As our first permanent, in-house design hire, you will take ownership of our design framework and enhance our established brand identity, bringing consistency and creative energy to work that has until now been delivered by external contractors.

You will own the end-to-end UX design process for our SaaS products, LIFT, the Better Off Calculator and MAST, conducting user research, creating wireframes and prototypes, and iterating based on feedback to ensure our products are intuitive, accessible, and genuinely useful for the people who rely on them. You will champion a user-centred design approach across the organisation, ensuring that every product decision is grounded in evidence and empathy.

As a Digital, Product and UX Designer, you will work closely with our Product, Engineering, Research, Sales, Client Services and Marketing teams to bring our mission to life visually. You will create compelling, accessible, and on-brand assets that communicate complex policy insights to a wide range of audiences, spanning diverse sectors, from local authorities and utilities providers to charities and financial services organisations, each requiring a nuanced, tailored approach to how we present our brand and communicate our insights.

Beyond our products, you will be the creative force behind how Policy in Practice shows up in the world, designing the marketing materials, reports, presentations, and digital



content that tell our story and demonstrate our impact to clients, partners, and the wider sector.

Key Responsibilities

Brand & Visual Identity

- **Support brand:** Support and evolve the Policy in Practice brand, maintaining consistency across all internal and external materials
- **Design ownership:** Own and develop design guidelines that scale with the organisation. Build and maintain a cohesive design system that can be applied across our SaaS products, marketing materials, and communications.
- **Creative Direction:** Bring creative ideas and design thinking to the table, ensuring our visual identity reflects our mission and resonates with our audiences.

Product Design

- **SaaS Product Design:** Collaborate with the Product and Engineering teams to design and improve the UI/UX of our core SaaS products (LIFT, the Better Off Calculator and MAST), ensuring they are user-centred and accessible.

Website & Digital Design

- **Website Design:** Alongside our Demand Generation Manager, lead the design of our corporate website and product landing pages, creating intuitive, visually compelling experiences that reflect our brand and drive engagement.
- **Digital Assets:** Create and maintain digital assets, including banners, icons, illustrations, and other UI elements that are consistent with our design system.

Marketing & Content Design

- **Marketing Materials:** Design compelling marketing collateral, including brochures, presentations, social media assets, email templates, event materials, and reports that communicate our impact and value.
- **Campaign Assets:** Support the commercial team with design assets for client pitches, proposals, and campaigns, creating materials that are persuasive, professional, and on-brand.
- **Content Visualisation:** Transform complex data and policy insights into clear, engaging visual formats, infographics, charts, and data visualisations, for blogs, reports, and presentations.

Collaboration & Process

- **Cross-Team Collaboration:** Work closely with Research, Policy, and Commercial teams to understand requirements and translate briefs into high-quality design outputs.



- **Design Advocacy:** Champion good design practice across the organisation, raising the standard of how we present ourselves and our work.
- **Asset Management:** Organise and maintain a well-structured library of brand assets and templates that empower colleagues to self-serve on routine design tasks.

The Ideal Candidate

Essential Skills:

- **Product design:** Experience designing for SaaS products or data-heavy applications, with an understanding of user research and usability testing.
- **Data Visualisation:** Experience designing charts, infographics, and data visuals that communicate complex information clearly to non-technical audiences.
- **Design Proficiency:** A strong portfolio demonstrating professional experience across web, marketing, and brand projects, showing a breadth of skill and the ability to deliver high-quality work across multiple formats and channels.
- **Tooling Expertise:** Expert-level proficiency in Figma and the Adobe Creative Suite (Illustrator, Photoshop, InDesign). Experience with prototyping and collaborative design workflows.
- **Brand Thinking:** Proven ability to develop, apply, and evolve a brand identity across multiple channels and formats with consistency and creativity.
- **Web Design:** Solid understanding of web design principles, including responsive design, accessibility standards (WCAG), and how design translates into code.
- **Communication:** Strong ability to present and articulate design decisions to non-designers, and to take and act on feedback constructively.
- **Collaborative Spirit:** A team player who thrives in a cross-functional environment and is comfortable working with Product, Engineering, Research, and Commercial teams.

Desirable:

- **Motion & Animation:** Familiarity with motion design or animation tools (e.g. After Effects, Lottie) to support digital campaigns and product onboarding.
- **HTML/CSS Knowledge:** Basic front-end knowledge to support handoff and collaboration with engineering teams.
- **Sector Knowledge:** An interest in or understanding of the public sector, social policy, or welfare and a desire to use design to create social good.
- **Mission-Driven:** You are motivated by Policy in Practice's goal of improving the lives of low-income and vulnerable families through data-led insights.

About Policy in Practice

Policy in Practice believes data and technology have the ability to empower people and change lives. Our goal is to be the single point of access for all people on means tested benefits, and enable effective public services through citizen centred services.



We aim to reach as many households as possible across the UK. We will do this via growth of existing products in public and private sector organisations, and through expansion into new markets.

Policy in Practice is at a pivotal point as we continue to move from start up to scale up. We have invested in our capability, and development has moved from ideas to prototypes and in some cases to production.

Policy in Practice's vision and mission

Vision

We believe data and technology have the ability to empower people and change lives.

Mission

Empower people via proactive, integrated support.

We will help more people to live better lives using our expertise in social policy, data and technology.

We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

Values

Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details Matter. We have a genuine passion to help people, with a willingness to take action.

Insightful and impactful

- We go beyond straightforward analysis to get to the 'So What?', driving our policy insight and services to deliver impact.
- We think deeply and communicate simply in a way that helps people make the right decisions.

Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.



Why work here?

Working at Policy in Practice is not just about maximising our own profit and product performance. It is also about what is right for people in the UK and the system supporting them.

We are a team of professionals with extensive knowledge of the welfare system who are passionate about making social policy work. We love what we do, have fun and, while we recognise the importance and impact of our work, we take life-work balance seriously.

- Working in a thought-leading organisation where you can empower people and change lives.
- Flexible working arrangements with hybrid and remote working available
- Opportunities for quick career progression

Policy in Practice colleagues say:

“Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise.”

“I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be.”

“The work is extremely meaningful and translates directly into tangible benefits.”

How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to jobs@policyinpractice.co.uk as soon as possible.