

Pete León

# Work experience

## Senior Content Designer

DWP Digital (contract) - October 2023 to Present

Working as the content lead in a data and analytics team, I helped create and implement a content strategy to support the launch of a new service. This role also included conducting a content audit, editing technical guidance, and designing a new SharePoint site.

## Senior Content Designer

Scottish Government (contract) - July 2022 to October 2023

Using established style guides, I designed user-centred content for the launch of 2 new benefits. This included collaborating with key stakeholders to create new letters, emails, text messages, web content, and operational guidance.

## Content Designer

HMRC (contract) - December 2021 to July 2022

Working closely with a user researcher and interaction designer, I led the content design for a critical new UK customs service. This involved translating complex processes and policies into clear and understandable content.

## Content Designer

DWP Digital - March 2019 to December 2021

I was the content lead for several new services. including a fraud and debt system, a jobcentre check-in service, and a video appointment service. I facilitated content workshops and research sessions to iterate designs and improve the user experience.

## Digital Designer

StepChange Debt Charity – April 2018 to March 2019

I worked in a HR team in the UK’s leading debt charity. Using research and data, I created various digital learning hubs, an onboarding website, and a suite of e-learning content.

## Learning Content Transformation Lead

StepChange Debt Charity - July 2017 to April 2018

I led the design and delivery of various digital learning solutions for a multi-million-pound transformation programme. This involved designing and implementing a learning content strategy and working closely with senior stakeholders.

## Learning and Development Team Leader

StepChange Debt Charity - January 2014 to April 2018

I managed a high-performing team of learning designers. This included creating and implementing content standards and style guides. I was responsible for proofreading and signing off all digital and print content before it went live.

## Freelance Web Designer

Mobus Design - September 2013 to April 2015

I co-founded and ran a web design business, offering a full branding and web design service. This included using analytics and research to design and iterate web content to improve the user experience.

## Learning and Development Advisor

StepChange Debt Charity – October 2006 to January 2014

This role included conducting research with learners and key stakeholders to design effective learning content. I iterated content using in-depth evaluation techniques, feedback, and data.

## Education

BA (Hons) Fine Art  
Foundation Degree Art and Design  
A-level Media Studies  
11 GCSEs

## Skills

### Hard

Content design  
Proofreading  
Prototyping  
HTML and CSS  
Interaction design  
Graphic design

### Soft

Communication  
Problem solving  
Stakeholder management  
Negotiation  
Coaching

## Tools

Figma  
GOV.UK prototype kit  
Miro  
Mural  
Jira  
Confluence  
MS Office Suite  
Adobe Creative Suite

## Contact details

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