

PROFILE

Service design and UX applied end to end to AI-native products: research, journey mapping and service blueprints, brand and art direction, prompt and pipeline design, workshop facilitation, content and video production, and the build itself.

EXPERIENCE

DEC 2025 – PRESENT
BENEFACT GROUP

Design and Marketing Campaign Manager

Benefact Group

- Group-wide role spanning campaign delivery, brand strategy and design advisory, reporting to the Head of Brand and Marketing, working across Digital, Data, Social, Impact and Internal Comms.
- Facilitated the team's **first cross-functional user journey workshop** on the charity support experience, and synthesised it into the reference plan the work now runs from
 - Building a design community across the group through workshops and co-creation sessions
 - Roadmapping strategy implementation across the full marketing spectrum, with AI integration as a central thread

JAN 2024 – DEC 2025
BENEFACT TRUST

Graphic and Multimedia Designer

Benefact Trust

- End-to-end service design across digital touchpoints: service blueprints, user journey maps and a full website redesign.
- SEO and a test-and-learn content strategy grew YouTube from **928 views in 2023 to 30,000+ in 2025**, with a video past 5,000 views and a short at 100,000 in a month
 - Produced the **Beyond Funding** podcast end to end, recording, editing, promotion and short-form clips, and filmed the Beneficiary Story series
 - Led the Umbraco CMS implementation and ongoing development, integrating GDS design principles throughout
 - 96% of users** now rate the site as very easy or easy to navigate
 - Framed design as a cost-saver, tying every blueprint and dashboard to measurable efficiency gains

DEC 2022 – JAN 2024
VAULT INVESTMENTS

Service Designer (part-time)

Vault Investments

- Brand positioning and storytelling for a fintech startup, making a complex blockchain-based investment platform accessible to investors in Latin America.
- Pitch content secured **£5,000 Imperial College funding** and 1st place in the MBA entrepreneurship competition

SEP 2021 – JAN 2022
PUREDRIVE ENERGY

Marketer

Puredrive Energy · renewable energy startup

- Delivered campaigns and visual assets across digital and distributor networks
- Built materials aligned to audience insight, driving sales and **reducing customer queries**

EDUCATION

MA Service Design
Royal College of Art

Industry-led briefs in multidisciplinary teams, applying prototyping and service design methods to align user needs with commercial goals. The final project became **RefiRegen**; the Grand Challenge brief on coastal community resilience became **Legible Memory**.

BSc Marketing & Design
Lancaster University

Interdisciplinary course combining business insight with design thinking: market research, brand strategy, UX and visual storytelling. The Visualisation module produced **241 Health** and **Eden Project North**.

SELECTED WORK

AI-NATIVE PRODUCT

Van Brain

An AI agent for UK tradespeople: a voice note becomes a priced quote in WhatsApp. Built end to end.
dexterjameson.co.uk/work/vanbrain/

VOICE PRODUCT

Say It

A voice-agent phrase trainer that drills you out loud and corrects you in real time.
dexterjameson.co.uk/work/sayit/

SYSTEMS BUILD

BrandFlow Studio

A node canvas for branded image and video generation, built to make on-brand output repeatable.
dexterjameson.co.uk/work/brandflow/

UX • TRANSFORMATION

Benefact Trust

Service blueprinting in a grant-making charity, then making the content that filled the gap. Two platforms replaced, 32x channel growth.
dexterjameson.co.uk/work/bt/

PRODUCT • CONFIGURATOR

Cotswold Sauna

A customer photographs their garden and the pipeline designs a sauna into it. Live, for a design-and-build firm.
dexterjameson.co.uk/work/sauna/

FACILITATION • AI OPERATIONS

Benefact Group

Design thinking for a team that had never had it, and AI to keep the room alive afterwards.
dexterjameson.co.uk/work/benefact/

BRAND • REFERENCE TO FINAL

DEYA

A flat product tile turned into an art-directed brand world, from one repeatable pipeline.
dexterjameson.co.uk/work/deya/

BRAND WORLD

Scran Doh

A fire-cooking supper club built end to end: identity, documentary imagery, a content system and the website.
dexterjameson.co.uk/work/scrandoh/

SKILLS

- AI PRODUCT DESIGN
- SERVICE DESIGN
- UX / UI DESIGN
- DESIGN STRATEGY
- PROMPT & PIPELINE DESIGN
- BUILDING WITH AI AGENTS
- ART DIRECTION
- DATA VISUALISATION
- FACILITATION
- SERVICE BLUEPRINTING
- JOURNEY MAPPING
- BRAND IDENTITY
- PODCAST PRODUCTION
- WEB DESIGN
- MOTION GRAPHICS
- PHOTOGRAPHY
- VIDEO EDITING
- CONTENT CREATION
- COPYWRITING
- DATA ANALYTICS
- SEO