



Jess McMullin

**Fundador del Centro de Experiencia Ciudadana
en Sistemas Electrónicos Gubernamentales**

Conferencista Magistral

**Experiencia ciudadana y Protección de Datos:
la llave del éxito de un gobierno abierto**

Bloque II : Privacidad y Protección de Datos

29 de noviembre de 2012

18:30 - 19:30 pm

Jess is the founder of the Centre for Citizen Experience, a consultancy dedicated to transforming public service delivery and policymaking through design innovation. He also campaigns as a design advocate, working throughout the world to increase awareness of the power and potential for design innovation to benefit the public sector and the people it serves.

Jess works with government, education, and healthcare clients to design services, strategies, and policies that make a difference in the daily lives of citizens. Committed to having organizations adopt these tools in their regular work, Jess also works with clients to assess and improve their own citizen experience capabilities. To support that adoption he delivers workshops, training, and executive briefings to build practical skills, change organizational culture, and promote design as a key for reinventing service delivery and public policy. Jess also collaborates with private sector clients to help them authentically contribute to public policy and citizen engagement and to maximize public benefits of public-private partnerships.

Recent work include design research for combining the healthcare and driver's license cards in British Columbia, developing and delivering a comprehensive year-long experience design training program for a provincial government, as-



sisting with University IT strategy and governance, facilitating internal conversations for reorganizing a city department, and facilitating the redesign of an executive MBA program.

He has worked in design and user experience since 1996, and worked with Fortune 500 companies, Silicon Valley startups, and progressive public sector institutions as a partner in his own firm before dedicating his career to citizen experience design in 2009.

He is active in the user experience, design and innovation communities having co-founded the Information Architecture Institute, the Overlap innovation retreat, Canux, the Canadian User Experience Workshop and serving as co-chair for the Information Architecture Summit in 2011 and 2012. He has spoken at dozens of conferences about user experience, design thinking, and organizational transformation.

The Financial Times and Fast Company blogs have both covered his work, and his collaboration redesigning the Government of Alberta website is a case study in Ilise Benun's "Designing Websites for Every Audience". He has recently contributed a chapter on design for policymaking to the 2012 book Usability in Government Systems: UX Design for Citizens and Public Servants.

When he's not helping organizations solve better problems by finding better opportunities, Jess can usually be found with a book or a camera in hand on a family outing, preferably in the Canadian Rockies.

You can find out more about Jess and his work at citizenexperience.com or twitter.com/jessmcmullin.