

SIMON WISCOMBE

Leading design to create meaningful impact

WORK EXPERIENCE

Our Future Health / Head of Design (2024 - Present)

Also: Lead Experience Designer (2021 - 2024)

London, UK

I was hired to establish the design function at Our Future Health and have since grown the team and its role across the organisation. I've worked to position design as a strategic contributor, built a cross-disciplinary UCD community with content and behavioural science leads, and focused on supporting my team to do their best work.

Projects by IF / Design Lead (2019 - 2021)

London, UK

At Projects by IF, I led the evolution of our ethical design approach, creating reusable tools, principles, and methods shaped by client work. I also ensured high-quality delivery across sectors and gained my first experience managing direct reports.

Creative Play Lab, LEGO / Design Manager (2018)

Also: Senior Designer (2016 - 2017), Designer (2015)

Billund, DK

I joined LEGO as part of an innovation team exploring how emerging technologies could enhance products and play experiences. Over time, I took on a broader role—leading multidisciplinary teams to deliver new forms of play and driving the development of new market opportunities.

Game Innovation Lab, USC / Design Researcher (2013 - 2014)

Los Angeles, USA

After completing my master's, I continued working in the research lab where I'd studied—designing and producing high-impact games and experiences, while also teaching game design at both undergraduate and graduate levels.

EDUCATION

MFA, Interactive Media Design

University of Southern California, School of Cinematic Arts 2013
Annenberg Fellowship Recipient

BSc (Hon), Aerospace Engineering

University of California, Los Angeles

STRENGTHS

End-to-end and big-picture design thinking

Leading diverse design and user research teams

Early-stage innovation and concept development

Stakeholder management and collaboration

Design research and user testing

Workshop and co-design facilitation

T-shaped: experience in service, product, and game design

Communication and storytelling

REFERENCES

Available upon request