

Jonathan Harbourne

Enterprise UX · AI and Future Design · Digital Builder · Conference Speaker

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Seven years inside Capgemini: a UX team grown from one to 50; a global professional community of 1,500 members built from nothing; the experience governance and accessibility frameworks for 500,000 employees across 1,000+ applications. It has been large-scale, demanding, and instructive about what organisations can and cannot do.

Running alongside that: apps shipped to 48 million people; papers submitted to academic conferences on AI and cultural heritage; writing published by Towards AI and the British Psychological Society; an LSE AI Ethics programme in progress. I hold a BSc in Psychology and an MSc in Human-Computer Interaction. I think seriously about technology, not just about managing it.

What I'm looking for now: fractional design leadership; speaking and publishing; and early-stage teams where the problems are genuinely interesting.

PROFESSIONAL EXPERIENCE

Capgemini

Experience Strategy Lead · London · 2019–Present

Built and led a 50-person multidisciplinary team—UX, research, service design and AI—from a team of one. Responsible for experience strategy, governance and accessibility across 1,000+ internal applications serving approximately 500,000 employees globally.

Led design of the Enterprise Portal (340,000 users), replacing an 18-year legacy CMS. Shaped UX for the ServiceNow transformation (400,000+ users), enabling digital self-service adoption at scale. Delivered measurable efficiency gains contributing to 60,000+ hours per week saved. Authored UX governance within the company Quality Management System.

Currently serving as Digital Accessibility Lead for Capgemini globally: responsible for accessibility strategy, WCAG 2.2 compliance, RGAA and wider regulatory alignment across the organisation's full digital estate. Founded the Capgemini UX Professional Practice: 1,500 members across the global organisation, built from zero budget. Organises the annual global UX conference; regular speaker at Group IT leadership forums.

PERSONAL PROJECTS

LGBT History Project

Platform owner · Community lead · AI tooling · Content governance

A volunteer-edited encyclopaedia of LGBTQ+ history. 48 million visitors. Awarded by the Prime Minister's Office. Responsible for platform architecture, content migration, and the build of a custom AI agent for legal review of new articles. Developing Nearmark—a GPS-based LGBTQ+ heritage walking tour app—as part of the wider project ecosystem. Responsible for social media strategy, editor recruitment and community governance.

Nearmark

Open-source platform · GPS · Heritage · iOS · Android · White-label

An open-source platform that gives any walkable place its own location-aware app—an arts trail, a heritage walk, a pub crawl, open gardens. Built on Vue 3, Supabase and Leaflet/OpenStreetMap; no API key billing, EU-hosted data. Self-host it free, or take a managed deployment. Two live instances:

Tollesbury Arts Trail—community heritage and arts mapping app for Tollesbury, Essex. Built end to end: product vision, UX, development and launch across App Store and Google Play.

LGBT Heritage App—GPS-based LGBTQ+ heritage walking tour platform, developed as part of the LGBT History Project ecosystem. Open-source; white-label available for communities and cultural institutions.

EARLIER CAREER

Indigo Lighthouse Group

Head of Design · London · 2014–2019

Led UX and UI design for white-label FMCG digital platforms, including projects for Walmart and other major retail clients. Defined brand systems and product experience across web and mobile. Full design lifecycle—journeys, IA, wireframes, prototypes, production design—in agile environments aligning SAP backend, front-end development and product.

BNY Mellon

Senior Designer · London · 2004–2014

Responsible for brand and identity across international business units: global campaigns, sponsorship activations and executive communications. Worked directly with the Chairman, COO and Managing Directors.

Founded and chaired BNY Mellon's global LGBTQ+ employee network. Built the organisation, established its governance, and grew its membership across multiple international markets over nearly a decade.

SPEAKING AND THOUGHT LEADERSHIP

Available for keynotes, panels and workshops. Topics include: enterprise UX at scale; AI ethics and design accountability; the future of design practice in an AI-native world; futures design and speculative thinking; building end-to-end digital products without a team or budget.

Two papers submitted to academic conferences, both November 2026:

Queer Heritage and Collections Network Symposium—University of Leicester

How AI transformed the LGBT History Project: from replatforming the wiki to building an editorial governance agent and developing Nearmark, a GPS-based LGBTQ+ heritage walking tour app. What this means for how community-led archives can partner with institutional collections.

Museums and AI Cultural Heritage Conference—Loughborough University

Grassroots heritage projects have already moved past the technophilia/technophobia debate that museums are still navigating. The practical AI integration achieved by the LGBT History Project—without budget, team, or institutional mandate—offers the sector a working model worth examining.

Previously: annual Capgemini global UX conference; Group IT leadership forums.

WRITING

A three-part series on consciousness and artificial intelligence, published on Medium (parts two and three in Towards AI): 'What is consciousness really for?' · 'Can AI Become Conscious?' · 'The Real Danger Isn't Conscious AI—it's AI Without Consciousness'. The first part has 223 claps; the series has been read across the AI and HCI research community.

Latest: 'Meta's AI keeps scraping my community website, and I get charged £25 a month for the privilege'—published in Towards AI, July 2026. A first-person account of how the AI industry externalises its infrastructure costs onto the independent communities it extracts value from.

Published in the British Psychological Society student journal PsychTalk: 'The Evolutionary Basis of Consciousness'—awarded 100 per cent by Dr Tom Dickens, editor of the journal Evolution.

Member: International Association of Accessibility Professionals (IAAP); UXPA UK.

EDUCATION

MSc Human-Computer Interaction—City, St George's, University of London

BSc (Hons) Psychology

Service Design in Innovation Diploma—IED Barcelona

AI Ethics Programme—London School of Economics (in progress, 2026)

SKILLS AND TOOLS

Experience Strategy · Enterprise UX · Service Design · AI-Native Design · Accessibility (WCAG 2.2, RGAA) · Design Governance · Community Building · Mobile App Development (iOS/Android) · Figma · Figma Make · Claude · GitHub Copilot · ChatGPT · Gemini

Sailor · choir singer · photographer · founder of things.