

Ethical design studio Snook recruits double creative dream team



United Kingdom, London, Aug 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Snook](#), the design studio that worked with telecoms firms to zero-rate access to online government services and created an algorithm to increase uptake of free school meals, has recruited Rebecca and Jonny Rae-Evans as co-Chief Design Officers. The move will enhance the company's ability to make public sector organisations more inclusive, accessible, and fair through design.

The new appointment, starting in October, will be a job share allowing Rebecca and Jonny to balance their professional and family commitments as they embark on the journey of adopting a child later this year.

Phee Kinnear, managing director at Snook, which is part of [NEC Software Solutions](#), said: "There's a unique culture at Snook where every single one of us has a heartfelt determination to drive the change that is needed. Through this shared passion and the innovative use of technology, we have helped the Ministry of Housing, Communities, and Local Government find new ways to engage with citizens, launched a public sector data sharing initiative with Adur and Worthing Councils, and helped the Samaritans improve people's mental health.

"With so much more yet to do, we're delighted to welcome Rebecca and Jonny to our fantastic team. They live and breathe the Snook ethos and will help us ramp up the work we are doing to improve the

lives and experiences of people, families, and communities.”

Rebecca Rae-Evans said: “The human element is so often missed in the process of bringing new technology and digital services to market. Jonny and I have always fired off each other creatively and together we will put added fuel behind Snook’s continued commitment to building research and development strategies around the people who use or rely on these services every day.”

Jonny Rae-Evans, who is returning to the company after holding a previous role there as head of design, said: “I am really excited about coming back to Snook and being able to work as a team with Bex to design technology that is built around helping people and communities.”

Reply, the design studio Rebecca and Jonny currently run has worked with organisations across the world to create services that protect women and girls from online sexual exploitation, support medical professionals in war zones, and find solutions to cut the carbon footprint of clinical inhalers used to treat conditions such as Asthma.

The couple helped launch [Tech for Good Live](#), an organisation run by a team of industry experts and volunteers to empower and equip individuals, businesses, and groups to use digital technology for social good.

More about Rebecca Rae-Evans

Rebecca Rae-Evans has a 15-year background in research and user-centered design, working with blue-chip companies such as O2, the BBC, and PZ Cussons on award-winning digital projects. Since 2014, she has moved to work exclusively on tech for good projects with a focus on digital transformation, lean research, service design, and product innovation for social good. Clients include the Dogs Trust, Equality Now, The Trussell Trust, Alzheimer’s Research UK, and Relate.

Twitter: [@RebeccaWho](#)

LinkedIn: [Rebecca Rae-Evans](#)

More about Jonny Rae-Evans

Jonny Rae-Evans has led many research and development projects to understand people’s behaviour, needs, and motivations in accessing services. Previous roles include creative director at Capgemini, the IT, and services consultancy, where he built and led a multinational team, and head of product innovation at the National Lottery Community Fund.

Twitter: [@jonnyraeevans](https://twitter.com/jonnyraeevans)

LinkedIn: [Jonny Rae-Evans](https://www.linkedin.com/in/jonny-rae-evans)

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Snook is a wholly-owned subsidiary of NEC Software Solutions.

About Snook

[Snook](#) was founded in 2009 - a design studio on a mission to make the world more human. Since becoming part of NEC Software solutions in 2019, they've more than doubled in size to a multidisciplinary team of nearly 100 people. They are committed to designing ethical, inclusive services which are sustainable for the planet too.

They are the user-centered design partner of the Home Office and are also working with the Department for Education, NHS Digital, and NHSX, as well as various projects with the Local Government. They're currently working with clients such as The Samaritans, Scouts, and many others who are committed to putting user needs at the heart of what they do. They also have a growing training offer, recently working with DEFRA to upskill the digital team in user-centered and sustainable design.

About NEC Software Solutions

NEC Software Solutions has a proven history of developing game-changing software for the public sector. Our ability to put the vital information into the hands of those that need it is the reason why more than 50% of local authorities use us to collect revenues and administer benefits. It's why 16 different police forces, comprising more than 60% of the UK's police officers, have chosen NEC's CONNECT software to improve decision making at the frontline, why over 150 housing providers use NEC systems

to manage their two million homes efficiently, and why the NHS choose our technology to help them screen ten million babies for hearing loss. Based in the UK and working around the world, NEC Software Solutions' 2,300 employees help improve the services that matter most. We are part of the NEC Corporation ("NEC", TSE: 6701), a leader in the integration of IT and network technologies that benefit businesses and people worldwide. For more information, visit necsws.com



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