

AGENCIES

DARE

AKQA

AnalogFolk®

 **PUBLICIS**

SOFTWARE

 **axure**
SEE IT HAPPEN

 **Microsoft Visio**

 **OmniGraffle**

 **InDesign**

 **Photoshop**

 **DREAMWEAVER**

 **inVISION**

 **Sketch**

PROFILE

A Lead UX architect operating in Agile environments on both agency and client side, leading teams and presenting to high-profile stakeholders

Has a strong vision of user centric solutions coupled with a rigorous, innovative yet pragmatic approach

18 years of industry experience since graduating with a BA (Hons) in Information Design

KEY SKILLS & EXPERIENCE

- Devising UX strategies and leading projects that combine research, big data and qual/quant user testing to craft engaging, meaningful and valuable online experiences
- Creating websites, apps and bots that deliver intuitive and magical interactions for users across multiple platforms
- Adept at creating high fidelity wireframes, prototypes, scamps, infographics, user profiles and user journeys that clearly communicate complex, nuanced information
- Dedicated to working collaboratively with colleagues in Design, Development and Account Management to deliver concise yet comprehensive UX solutions within demanding timescales
- Proven ability to exceed the expectations of multiple internal and external stakeholders

INTERESTS

- Editing *Mustard*, a self-published comedy magazine that has featured in national newspapers and appeared on *The IT Crowd*
- Volunteering for homeless charity *The Pavement*, including design of posters and flyers, and MCing a fundraiser headlined by Stewart Lee.

CASE STUDIES

CLIENTS



“The quality, detail and clarity of the wireframes is quite unprecedented in our experience.”

- EE

[HSBC: Online Business Banking website](#) | May-July 2017

Leading the UK UX team in the transformation and replatforming of their Business Internet Banking website. Agency: AnalogFolk.

- Developing wireframes in Sketch to clearly communicate complex multiple page templates, account type variants and recurring elements.
- Working closely with the HSBC client team to plan and manage Jira tasks in an Agile environment. Briefing Dev team at start of each Sprint.
- Collaborating with UI team to enable rapid move from UX to Dev.
- Creating InVision prototypes for consultation with Usability Testing firm.

[HSBC: Jade app](#) | April 2017

UX lead on the Jade tablet app, providing HSBC's premier level customers with concierge services. Agency: Fetch.

[AutoTrader: Facebook recommendation app](#) | Nov 2016-Mar 2017

Led the UX strategy & design of this award-winning tool that recommends cars to 'uncomfortable buyers' based on lifestyle data determined from Facebook page likes. Agency: Fetch

- Devised algorithms to detect relevant lifestyle indicators in FB page likes
- Strategized car variables that would be shown to each lifestyle combination
- Conducted qualitative user testing on 100 participants to gather FB data
- Designed interface for lifestyle and car results page and interactions

[TUI holidays: Facebook Messenger movie Bot](#) | Sep 2016-April 2017

A bot that helps customers select user photos and add them to a personalised holiday movie, which they can then share on social media. Agency: Fetch.

- Devised Facebook Messenger bot and bespoke browser bot journeys
- Storyboarded the holiday movie structure, highlighting data points
- Prototyped user journeys through video bot, portal and sharing variants

[Accident Helpline: online claim bot](#) | Aug 2016

Created a browser bot interface to replicate the complex Customer Helpline claim journeys, taking customers through multi-choice Q&A. Agency: ELSE.

[Compare the Market global nav](#) | June-July 2016

A combination of UX research, IA restructure and prototyping with Sketch.

- Ran a series of remote card sort and treejack user tests, followed by four days qualitative user testing on the prototype at the Albion agency offices.

[Argos website](#) | April 2015-May 2016

Axure prototypes of e-commerce journeys, buying guides and microsites.

[ISG website](#) | March 2016

Hybrid role at Cedar: 80% UX sitemap & wireframes, 20% UI Photoshop designs.

AnalogFolk®

“Fast, detailed work.”

NTT DATA

“Our board and our clients have all been extremely impressed with your prototypes.”

AKQA

“Excellent work: fast, efficient and detail-focussed.”

Barclays LifeSkills website | Four 1-3 month projects, 2015-16

Senior UX at Dare on four interlinked projects for Barclays LifeSkills, which helps students to prepare for the world of work, both [in classrooms](#) and [online](#).

- High-fidelity annotated mobile & desktop wireframes featuring thumbnail flow diagrams and impact on templates, superseded pages, CMS & reports.
- User profile flows detailing the different audiences, their requirements and their primary journeys through the site.

Experian's Jangle iPad app | 1 month project, July 2015

Fast turnaround concept work for this app that teaches 7 to 11-year-olds the value of earning and saving money in a fun way.

- During the kick-off workshop I produced key page scamps and notes which then formed the foundation of the full scamps and user journeys.
- Initiated and then oversaw the creation of annotated wireframes, working closely with design and back-end to create the best possible MVP to get into market within a few months. Jangle is available [on the App Store](#) >

Barclays Premier Rewards phone app | 1 month project, Jan 2015

Senior UX on a project adding new functionality to [the BPR app](#), which rewards Barclays Premier customers with gifts and discounts at restaurants, cafes, etc.

- Annotated wireframes and detailed journey flow documentation.

Aviva website | 4 month project, Sep-Dec 2014

Senior UX on this project to redesign and restructure the website.

- Split into two-person UX + Design teams, working closely to quickly scamp out and design key pages in an Agile two-week sprint delivery environment.

EE My Account | Multiple 1-6 month projects, Apr 2013-Aug 2014

Senior UX on several EE projects, including [EE My Account](#).

- Identified multiple user profiles, account types and user journeys. Created diagrams demonstrating the impact and complexity of projects, presented findings and solutions to rooms of high-level client stakeholders.
- Created a 200-page UX doc of user flows and hi-fidelity wireframes.

AnalogFolk | 2 week contract, March 2013

UX on an in-store iPad e-commerce project, using OmniGraffle on a Mac.

NTT DATA / Colt | 9 month contract, Jun 2012-Feb 2013

Working onsite with NNT's client, Colt, in a 4-person prototyping 'spike' team:

- Analysing business needs and interviewing multiple stakeholders to create user journeys and process diagrams; presenting back to top management.
- Wireframing, designing and prototyping a 'two year vision' flexible, permission-based management interface for use by the client and Colt.
- Design of a Service Catalogue tool for Colt staff to create and manage bids.
- All prototypes designed for cross-platform: laptop, tablet and smart phone.



PUBLICIS

“The best UX we’ve had in a long time.”



Save the Children

“Great-looking designs, the right questions asked.”



“Most impressive. We’ve had nothing but good feedback.”

AKQA | 3 month contract, Feb-May 2012

Worked on several projects in AKQA’s fast-paced Agile environment, including:

- Nike+ mobile web app for the Olympics, utilising the Nike+ FuelBand: part of a 3-person UEA group in a team of twenty.
- Complete revamp of T-Mobile’s online billing website: primary UEA, performing on-site client research and competitor comparisons.

Publicis | 1 month contract, Oct 2011

Working with a team at Publicis Modem, I was sole UX on a 90k-budget project to create an interactive 360° video site for a major kitchen paper brand.

- Created a content matrix and hi-fidelity sitemap pulling data from several different client supplied documents, plus my own online research.
- Designed a full set of hi-fidelity, heavily annotated wireframes, detailing hotspots, pop-up menus, product icons, subtitles, volume control, etc.

Save the Children UK | 3 month contract

IA & UX website redesign and restructure, leading a team of copywriters, designers and back-end programmers.

- Revamped website with enhanced navigation and layout, news carousel, 'where we work' tagged global map, 'how people are helping' live update widget and new interactive Donate section.
- Excellent user feedback, with donations rising 15% in the first week alone.

Tate | Regular 1-6 month contracts

I worked for Tate several times since first being brought in to create a new cohesive, user-friendly and flexible IA and UX for their rapidly expanding site.

- Managed and delivered projects that required consulting with and meeting the needs of multiple internal and external stakeholders.
- Created numerous mini-sites for Tate Britain, Modern, Liverpool and St Ives. This includes various exhibition sites, Tate magazine and Papers.