

RECENT CLIENTS



TESTIMONIALS

"Worked seamlessly and instinctively to a perfect solution."

Visa

"Great-looking designs, the right questions asked."

Save the Children

"Most impressive. We've had nothing but good feedback."

Tate

"Our online bookings have tripled!"

Illustration

"Another top-notch job with great attention to detail!"

Ward & Co

PROFILE

I am a highly experienced IA/UX web designer, builder and project manager with a thorough, rigorous approach.

UX & IA have been at the heart of every project I have worked on since graduating in Information Design 14 years ago.

I have led and worked within teams at digital agencies and directly with various international clients.

KEY SKILLS & EXPERIENCE

Information Architecture & User Experience

- Specialist in information architecture (IA) and user experience (UX), delivering successful sites that are intuitive, accessible and on brand.
- Adept at using sitemaps, wireframes, storyboards and walkthroughs to clearly communicate concepts to clients and the internal UCD team.
- Dedicated to crafting an engaging, meaningful and valuable online experience that connects with the user.
- Accomplished designer, using Photoshop and Illustrator to create impactful designs that balance marketing, branding and usability.
- Skilled at problem solving and identifying opportunities for improvement.
- Demonstrable ability to balance the needs of multiple internal and external stakeholders, delivering results that exceed expectations.
- Experienced at working with teams of designers, developers and coders to ensure projects meet their objectives, requirements and deadlines.

Front-End

- Highly experienced front-end HTML/CSS builder, configuring code for SEO, accessibility, and across browsers, platforms and screen resolutions.
- Adept in the design and build of HTML newsletters and e-bulletins.
- Knowledgeable in jQuery JavaScript, WordPress and several CMS.

Other Experience

- Experienced in planning and organising large-scale projects, as part of a digital agency team or directly with the client.
- Skilled print designer and copywriter, producing hundreds of brochures, magazines, posters and flyers using InDesign and Photoshop.
- Editor of *Mustard*, a self-published magazine that has featured in national newspapers and appeared on BAFTA-winning television shows.
- Professional tutor, teaching clients to update their sites as well as writing courseware for web, DTP and MS Office courses.
- Experienced in publishing eBooks on Kindle.



RECENT CASE STUDIES: AGENCY SIDE

Experienced in working both agency and client side in a fast-paced environment for a range of high-profile international clients.

AKQA 12 week contract (Feb-April 2012)

Currently working on several projects at AKQA.



“Took the brief and ran with it, worked well on own initiative and produced a set of great UX docs.”

Saint

Saint 3 week contract (Dec 2011-Jan 2012)

Worked with digital agency Saint as lead UX on an interactive data capture website for a major museum. This project used data scraped from social networks plus an interactive questionnaire to produce an online ‘aura’ comparing and grouping users [see pages 8-10 of my IA/UX Portfolio PDF].

- Contributed to the creative brainstorming meetings.
- Worked up a project flow diagram to help the team visualise the concept.
- Researched relevant web trend data and compiled a 20-page set of highlighted infographics.
- Drew up user journeys, data-capture flow diagrams and wireframes.



“Alex is quick to understand complex concepts and moves at a fast pace. A great team player, confident in front of clients and delivers great work under pressure. Warmly recommend as a safe pair of UX hands.” SAS

SAS 2 week contract (Nov 2011)

Lead IA/UX on a corporate website through SAS. [See pages 2-4 of PDF.]

- An extremely tight schedule meant a demanding workload, and I hit all the internal deadlines.
- Compiled an exhaustive content matrix cross-referencing the new required site structure with existing materials, showing responsibilities and highlighting potential blockages.
- Created a very complex sitemap (showing several hundred pages), with colour-coded key showing which wireframe templates were to be used. Also showed important content and cross-referenced with the content matrix.
- Designed seventeen hi-fidelity wireframes based on the nine template types that I had identified.
- Contributed to several on-site client presentations.



PUBLICIS

“The best UX we’ve had in a long time, we’re putting Alex at the top of our freelancer list.”

Publicis Modem

Publicis 3 week 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. [See pages 5-7 of my Portfolio PDF.]

- Created a content matrix, pulling data from several different client supplied documents, plus my own online research. I structured and ranked the information to show which was most likely useful to the creative team.
- Created and constantly updated a hi-fidelity sitemap over the course of several internal and client meetings.
- Designed a full set of hi-fidelity, heavily annotated wireframes of the flash video pages, detailing hotspots, pop-up menus, global navs, product icons, subtitles, volume control, etc.
- Kicked off the client meeting by presenting and walking the client through these documents.
- I completed all the UX work in 75% of the allotted time.

EXAMPLE CASE STUDIES: CLIENT SIDE

Experienced in working both agency and client side in a fast-paced environment for a range of high-profile international clients.



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

Save the Children UK 3 month contract

Responsible for the IA & UX redesign and restructure of Save the Children’s UK website, leading a team of copywriters, designers and back-end programmers.

- Creating a site map and documentation highlighting key user requirements, following user feedback and initial wireframe creation.
- Leading the visual design, working within the organisation’s house style.
- Building page templates in XHTML and CSS, with w3c compatibility, SEO and wide cross-browser compatibility (including the dreaded IE6).
- Successfully launched a revamped website with enhanced navigation and layout, a news/emergencies carousel, 'where we work' tagged global map, 'how people are helping' live update widget, social networking links, and a completely new interactive Donate section.
- Excellent user feedback, with donations rising 15% in the first week alone.
- Old/new site comparison: www.alexmusson.com/web/portfolio/stc



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

Tate regular 1-6 month contracts

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

- Created numerous mini-sites for Tate Britain, Modern, Liverpool and St Ives. This includes various exhibition sites, several issues of the Tate magazine and sections such as Tate Conservation and Tate Papers.
- Managed and delivered projects that required consulting with and meeting the needs of multiple internal and external stakeholders.
- Designed several dozen different exhibition invitation emails and created templates for Tate’s regular eBulletins.



“Worked seamlessly and instinctively to a perfect solution.”
VISA

Visa (via digital agency) several 3-6 month contracts

For a London-based digital agency.

- Project managed the creation of several CD Toolkits: sales support assets comprising ready-to-run presentations on key aspects of each card product.
- Recommended for this role following my work for Save the Children – just as I was originally recommended for that role by a colleague from Tate. Almost all of my work has come via positive word of mouth.

eCommerce website (launching soon) 3 month contract

A confidentiality contract prevents me giving any specifics until this website launches in a month, but I can say:

- Lead IA/UX design of a large e-commerce website aimed at affluent consumers.
- Visual design, html/css templating, logo design and some print design.