



# ALEX MUSSON

UX, Product & Service Design

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“ I see UX as the **CREATIVE** and **ANALYTICAL** process of designing **HUMAN** journeys through a **DIGITAL** space, which should be **INVISIBLE**, except when it's being **MAGICAL** ”

## CASE STUDIES Recent



**SPECSAVERS** | AR, ECOMMERCE, ACCT MGMT  
*UX Lead · Jul 2021–Dec 2022 · Agency: Wunderman Thompson*

**Leading a team of UXers whilst directly liaising and presenting to multiple client stakeholders on over a dozen projects, including:**

- *Virtual Try On*: journeys and interface around an augmented reality tool that enables customers to virtually try on glasses
- *Subscriptions*: researching, prototyping, annotating and usability testing three overlapping contact lens subscription journeys; a system so complex that it spanned four separate Figma files
- *My Account*: redesigning the logged-in experience for customers, plus the colleague's helpline interface of the same information



**ABB** | DIGITAL TRANSFORMATION  
*UX Lead · Feb–Jun 2021 · Agency: Wunderman Thompson*

**UX research & strategy for ABB's complex global technology offering, spanning 23 sectors in over 101 countries**

- Working with strategy and technology teams to define a pragmatic and future-focused digital transformation vision
- Running stakeholder interviews and workshops, designing templates & components, and storyboarding a vision video



**WWF** | GAMIFIED ENVIRONMENT APP  
*UX Lead · Oct 2020–Jan 2021 · Agency: Rufus Leonard*

**Evolving WWF's My Footprint app, which helps people lead a more ecological life**

- Redesigning the logic and interface for this challenge-based tracking app, including rules, nudges into action and shareability



**BMW + more** | APPS, ECOMMERCE, HEALTHCARE  
*UX Lead · During 2020–2021 · Agencies: Dare & Rufus Leonard*

**Three shorter projects during this time**

- Revamping the BMW Rewards mobile app for corporate drivers
- Upgrading Domestic & General's 'Repair & Care' ecommerce offering on a mobile-first responsive website
- Conceptualising Mead Johnson Nutrition Institute's new website for healthcare professionals

Full case studies at  
[alexmusson.com/casestudies](http://alexmusson.com/casestudies)  
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## SOFTWARE

- Figma
- Sketch
- Adobe XD
- OptimalSort
- Treejack
- Zeppelin
- Dreamweaver
- InDesign
- Photoshop

## AWARDS

- BAFTA**  
*Best Factual Website*  
Tate Online
- DAN Award**  
*Most Innovative Use of Data*  
AutoTrader App
- YunoJuno**  
*Freelancer of the Year*  
Finalist 2021

## EDUCATION

- Information Design**  
BA (Hons)



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## CASE STUDIES FinTech



**WEGIFT** | B2B2C PLATFORM

*UX Lead · Apr 2019–Jul 2020*

### **A B2B2C platform where businesses order, manage and send eGift Cards to their customers**

- Engaged with CEO, internal teams and customers to help shape the business direction
- Mapped out complex end to end journeys and quick-turnaround prototypes with detailed annotations to focus on key wins



**AMX** | FINTECH INVESTMENT APP

*UX/UI Lead · Jan 2018–Mar 2019*

### **Willis Towers Watson’s AMX app is used by Investors and Asset Managers to interrogate, manage and trade their funds**

- Led a service design team, worked with BAs to define requirements, consulted with third party providers, and presented findings to multiple stakeholders
- Designed dashboards to display complex data in interactive tables, charts and graphs, plus prototypes and high fidelity wireframes for targeted MVP products



**HSBC.net** | CORPORATE BANKING SITE

*UX Research & Consultant · Nov–Dec 2017*

### **HSBC.net banking platform is used by high-end corporate and institutional clients**

- Researched complex user data, then led the creation of a Road Map for the responsive site across multiple viewports and devices
- Used a component approach, defining rules for adaptive patterns



**KUDOS** | CAREER MANAGEMENT APP

*Senior UX / UI · Aug–Oct 2017*

### **HSBC’s Kudos app enables staff to track their sales targets and keep account of achievements and endorsements**

- Crafted Sketch prototypes, briefed the Dev team, led Usability Testing and presented to senior HSBC Sales stakeholders
- Created tools for senior management to visualise team progress



**HSBC Business** | ONLINE BANKING SITE

*Senior UX · May–July 2017 · Agency: AnalogFolk*

### **Led the UK UX team in the transformation and replatforming of their Business Internet Banking site**

- Developed Usability Test prototypes that clearly communicate complex templates, account type variants and recurring elements
- Worked closely with HSBC to plan and manage Jira tasks in an Agile environment, briefing the Dev team at each Sprint

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## SKILLS

Conversation Interface

Copywriting

Front-End Build

Personas

Prototyping

Presentations & Workshops

Product & Service Design

User Journeys

Usability Testing

UX Research

Scamping

Strategy

Wireframing



*Excellent design process and a strong focus on what matters to the user. Can be trusted to deliver.*

**Aron Alexander**  
CEO · WeGift



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## CASE STUDIES Digital Agencies



**AUTOTRADER** | FACEBOOK RECOMMENDATION APP

*UX Strategy · Nov 2016–Mar 2017 · Agency: Fetch*

**Led the UX strategy and design of this award-winning tool that recommends cars based on Facebook lifestyle data**

- Devised algorithms to detect relevant lifestyle indicators in Facebook page likes
- Conducted qualitative user testing on 100 participants to gather Facebook data
- Designed interface for lifestyle and car results page and interactions
- Won a Dentsu Aegis Network multi-agency award for 'Most Innovative Use of Data'



**TUI** | FACEBOOK MESSENGER CHATBOT

*UX Lead · Sep 2016–April 2017 · Agency: Fetch*

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

- Devised a 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 CHATBOT

*Senior UX · Aug 2016 · Agency: Else*

**Created a browser bot interface to replicate the complex Customer Helpline claim journeys**

- Designed a logic-tree conversation interface, structured into user-friendly chunks with reassurance and save points
- Mapped it all out in a combined wireframe/user journey doc withing a single two week sprint



**COMPARE THE MARKET** | MEGA MENU

*UX Research & Design · June–July 2016 · Agency: Albion*

**A combination of UX research, IA restructure and Sketch prototyping**

- Ran a series of remote card sort and treejack user tests
- Led four days qualitative user testing on the prototype at the digital agency's offices

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## AGENCIES

AKQA

Albion

AnalogFolk

Dare

Else

Fetch

NTT Data

Publicis

Rufus Leonard

Wunderman Thompson






*Took ownership and brought clarity to complex sets of requirements.*

**Paul Sheehan**  
*Head of Solution Design*  
**AMX**



## IN SUMMARY

-  A strong **vision** of user centric solutions, coupled with a rigorous, innovative yet pragmatic approach
-  Adept at **agile** working and presenting to high profile stakeholders on client and agency side
-  Broad **experience** in taking ownership of projects through the entire product design lifecycle

## EXPERIENCE

- » **Crafting** UX strategies to create engaging, meaningful and valuable online experiences
- » **Leading** projects that combine research, big data and qual & quant usability testing
- » **Designing** sites, apps and bots that deliver intuitive experiences across multiple platforms
- » **Prototyping** user experiences that clearly communicate complex, nuanced information
- » **Collaborating** with developers and product owners to deliver within demanding timescales
- » **Exceeding** the expectations of internal and external stakeholders

“

*Fantastic enthusiasm for the level of detail in which he defines a customer experience.*

**Mark Bell**  
*Head of Experience Design  
Dare*



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