ALEX MUSSON

UX · Service Design · UI

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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

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 for ordering, payments, onboarding and more
- Created quick-turnaround XD 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
- Creating advanced Adobe XD prototypes and high fidelity wireframes for targeted MVP products

HSBC.net | CORPORATE BANKING SITE
UX Research & Consultant · Nov–Dev 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

- Designed charts and graphs to clearly communicate complex data
- Created tools for senior management to visualise team progress
- Crafted Sketch prototypes, briefed the Dev team, led Usability Testing and presented to senior HSBC Sales stakeholders

Full case studies at
alexmusson.com /casestudies
Contact me for password

SOFTWARE

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

EDUCATION

Information Design
BA (Hons)

AWARDS

BAFTA
Best Factual Website
Tate Online

DAN Award
Most Innovative Use of Data
AutoTrader App

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CASE STUDIES PART 2

HSBC Business | ONLINE BANKING SITE
Senior UX · May–July 2017

Led the UK UX team in the transformation and re-platforming of their Business Internet Banking site. Agency: AnalogFolk

- Developed prototypes that clearly communicate complex templates, account type variants and recurring elements
- Worked closely with the HSBC client team to plan and manage Jira tasks in an Agile environment, and briefed the Dev team at start of each Sprint
- Created InVision prototypes for consultation with the Usability Testing firm

AUTOTRADER | FACEBOOK RECOMMENDATION APP
UX Strategy · Nov 2016–Mar 2017

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

- 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

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 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

Created a browser bot interface to replicate the complex Customer Helpline claim journeys. Agency: ELSE

- 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

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SKILLS

Prototyping
User Journeys
Personas
UX Research
Scamping
Wireframing
Usability Testing
Strategy
Conversation Interface
Copywriting
Front-End Build
Presenting
Product Design
Service Design

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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 PART 3

COMPARE THE MARKET | MEGA MENU
UX Research & Design · June–July 2016

A combination of UX research, IA restructure and Sketch prototyping. Agency: Albion

- 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

BARCLAYS LIFESKILLS | EDUCATION WEBSITE
Senior Experience Designer · During 2015–16

Four interlinked projects for Barclays LifeSkills, which helps students to prepare for the world of work, both in classrooms and online. Agency: Dare

- Created high fidelity mobile & desktop wireframes featuring thumbnail flow diagrams and impact on templates, superseded pages, CMS & reports
- Designed user profile flows detailing the different audiences, their requirements and their primary journeys through the site

JANGLE | EXPERIAN'S EDUCATION APP
Senior Experience Designer · 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. Agency: Dare

- Produced key page scamps and notes which formed the foundation of the full user journeys
- Created annotated wireframes, working closely with design and back-end to create the best possible MVP

PREMIER REWARDS | BARCLAYS MOBILE APP
Senior Experience Designer · Jan 2015

Barclays Premier customers receive gifts and discounts at restaurants, cafes, etc. Agency: Dare

- Added new functionality via annotated wireframes and detailed journey flow documentation.

EE | MY ACCOUNT, SHOP & MORE
Senior Experience Designer · During 2013–14

Multiple EE projects, including EE My Account. Agency: Dare

- Identified multiple user profiles, account types and user journeys.
- Designed 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 high fidelity wireframes.

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AGENCIES
AKQA

Albion

AnalogFolk

Dare

Else

Fetch

NTT Data

Publicis

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He took ownership and brought clarity to complex sets of requirements.

Paul Sheehan
*Head of
Solution Design
AMX*

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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

- **DEVISING** UX strategies to craft 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 multiple internal and external stakeholders

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

Mark Bell
Head of Experience Design Dare