



“ 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

WERO

EPI & WERO | FINTECH PAYMENT APP

UX Lead · Jun 2023–Present · Direct with client

Wero enables instant payments between major EU banks

- Lead UX on eCommerce, creating detailed annotated Figma flows and prototypes for primary, secondary & unhappy journeys across payment types, including Refunds, Reservations, Subscriptions, etc.
- Designed 'exploded view' screen element guides for use by the dozens of partner bank Product Owners and Dev teams
- Created and co-created 'explainer' videos for internal and external stakeholders, bringing clarity to complex propositions

EY

EY + GE | INTRANET, B2C

UX Lead · Jan–Apr 2023 · Agency: Wunderman Thompson

Two short projects running simultaneously:

- **EY Intranet:** UX transformation during radical business restructure
- **GE Aerospace:** Reinventing the website for a corporate rebrand

Specsavers

SPECSAVERS | AR, ECOMMERCE, ACCT MGMT

UX Lead · Jul 2021–Dec 2022 · Agency: Wunderman Thompson

Leading a team of UXers and directly liaising with 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

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-focussed digital transformation vision
- Running stakeholder interviews and workshops, designing templates & components, and § a vision video

Full case studies at

alexmusson.com/casestudies

Contact me for password

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)



CASE STUDIES Part 2



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

'My Footprint' app helps people lead a more ecological life

- Redesigned 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

- **BMW Rewards:** revamping mobile app for corporate drivers
- **D&G Repair & Care:** upgrading mobile-first ecommerce offering
- **Mead Johnson Healthcare:** conceptualising this new website



WEGIFT | B2B2C PLATFORM
UX Lead · Apr 2019–Jul 2020 · Direct with client

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 · Direct with client

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 | FINTECH, BANKING, WEBSITE, APP
Senior UX · May–Dec 2017 · Agency: AnalogFolk & direct with client

Three consecutive projects for HSBC:

- **HSBC Business Internet Banking site:** led the UX transformation and replatforming, creating complex templates for account type variants, managing Jira tasks in an Agile environment and briefing the Dev team in each Sprint
- **HSBC.net corporate banking platform:** interrogated complex user data to create a component-based adaptive pattern for the site across multiple viewports
- **Internal Kudos app for monitoring targets & achievements:** created Sketch prototypes, briefed the Dev team, led Usability Testing and presented to senior HSBC Sales stakeholders

Full case studies at

alexmusson.com/casestudies

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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

“

Alex brings skill and enthusiasm, with big picture thinking and a passion for detail, always making things more fun and more human.

Conrad Rasmussen
*Head of Experience,
Wunderman
Thompson*



CASE STUDIES Part 3



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

Full case studies at

alexmusson.com/casestudies

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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

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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

More references at [linkedin.com/in/alexmusson](https://www.linkedin.com/in/alexmusson)



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