USER EXPERIENCE/USER INTERFACE DESIGNER

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"Having worked extensively as a Graphic Designer before moving into User Experience in the late 90's, I consider myself a designer with a keen eye for detail, innovation, an aptitude for creative thinking and someone that likes to push the boundaries of technology to effectively combine aesthetics, functionality and user interaction."

"Spending the last 15 years researching and promoting a user-centric, ergonomic approach to solution design has provided me with a unique perspective on the evolution of this industry, from the traditional UX methodologies through to modern practices such as agile development, device/browser compliance, digital design and mobile first. I am a firm believer that the user experience encompasses the entire project lifecycle; from the initial consultation, requirements gathering and design, through to the build, marketing and support. It is team collaboration facilitated by the UX Designer with the aim of conveying a consistent, seamless journey to the end-user."

KEY SKILLSETS

- Extensive knowledge of UX methodologies, industry practices and trends including **responsive** design, **interaction** modelling, **mobile** first, **input types** (mouse, keyboard, touch) and **data visualisation**

- Understanding of the project lifecycle and UX considerations involved in planning a project including **brand awareness**, localisation, architecture, development techniques, **accessibility** guidelines (WCAG, DDA) and compliance (DDA, PCI)

- Design of User Experience and User Interface from brief through to market

- Practical knowledge of design/development methodologies including **agile**, **iterative**, scrums, sprints and task allocation

- Knowledge of iterative design techniques and graphic tools (**Adobe Creative Suite**)

- Creating **UI prototypes**, mock ups and proof of concepts - flow charts (Visio, IO Draw), wireframes (**Axure**), **HTML5/CSS3** prototypes (**Dreamweaver, Visual Studio, Bootstrap**)

- Working on multiple work steams simultaneously and own initiative

- Managing the creative input and delivery of UX elements on time, to expectations and within budget

- Organising and hosting design/usability workshops and follow up sessions with stakeholders and project teams

- Preparing business cases, project initiation and estimation process

- Defining **end-user requirements**, acceptance criteria, key milestones, user stories, prioritisation (**SMART**, **MoSCoW**) and personas

- Preparing UX documentation (MS Word) including **User Journey**, Design Guides and Build Specification

- Defining and writing user assistance (Technical Authoring , error handling, **Content Management**, help systems, **information architecture**)

- Conducting user **evaluation sessions** using monitoring, tasks and questionnaires

- Promoting UX within an organisation (Powerpoint, Prezi, webinars, interactive workshops)

- Consultation on UI and accessibility testing during QA, BAT, UAT and Live

- Familiar with designing UX for many sectors - B2B, B2C, Finance, Public Sector, Identity, Automotive, Insurance and Business

WORK EXPERIENCE

2001 - Aug 2016	Experian PLC	UX/UI Design Lead
1994 - 2001	CITEL Technologies Limited	Graphic and User Interface Designer
1993 - 1994	Freelance	Graphic Designer
1992 - 1993	Martyn Swinscoe Design Associates	Graphic Designer
1988 - 1992	Paperweight Printers	Designer/Mac Operator
1987 - 1988	Arkwright Mill, Cromford	Senior Graphic Designer
1986 - 1987	JKL Design & Advertising	Finished Artist

2001 – AUG 2016   USER EXPERIENCE DESIGN LEAD at EXPERIAN PLC

Experian is the leading global information services company, providing data and analytical tools to clients around the world and help businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. My role was in the Credit Services division and involved analysis and design of user interfaces for products in the Financial, Consumer, Automotive, Public, Identity and Business sectors.

USER EXPERIENCE/USER INTERFACE DESIGN AND EVALUATION

- Consulted with product owners/clients to define project objectives, mission statement and set expectations.
- Organised and hosted design workshops with product owners, stakeholders and subject matter experts to determine key project objectives. Sessions are informal and encourage 'out of the box thinking' and 'brain storming'.
- Visited clients/end-users onsite to carry out quantitative research and transcribed the usability, environmental, technological and training requirements that need to be factored into the final solution.
- Assisted product managers in the preparation of business cases to sell the concept and progress the project into next phase. This included product rationalisation, recommended resource, timescales and key milestones.
- Gathered high level requirements and assigned priorities based on SMART/MoSCoW analysis.
- Prepared Project Initiation documentation detailing the high level requirements and proposed solution for use in the estimation of cost, time and resource. This included the considerations that need to be factored into the solution including project resource, equipment, developer knowledge, client migration and compliance. This is required in order to highlight issues, risks, dependencies, and levels of contingency in the estimate.
- Produced proofs of concept and high fidelity prototypes in the form of screen flow diagrams, wireframes, HTML5/CSS3 mock-ups, Bootstrap widgets to describe and visualise the user interaction to the stakeholders. Presented concepts/prototypes and UX ideology to internal/external clients and workgroups .
- Wrote User Journey/Build specifications detailing the solution, and presented
- Conducted user evaluation sessions to collect feedback on the usability of the proposed solution, and make the user part of the design team.
- Creation of icons, buttons and images for use on User Interfaces, marketing material, training and presentations

UX RESEARCH, PROMOTION AND TEAM RESPONSIBILITIES

- Promoted a User Centric design approach both during a project and within the organisation in the form of knowledge sessions, UX open days and webinars.
- Established links and lines of communication with Product Directors, Business Owners, Project Managers, Business Analysts and Developers to agree/implement generic processes and best practices
- Planned and monitored multiple work streams and managed the delivery and expectations of all UX elements
- Wrote and implemented style/design guides and accessibility guidelines across the department
- Assessed User Experience involvement on project pipeline

OTHER KEY RESPONSIBILITIES

- Designed, created and maintained help systems for software products on multiple platforms
- Design incorporating localisation and language issues
- Creative input and collaboration in the design of online and offline, interactive, multimedia presentations for sales, marketing, training and departmental use.

1994 - 2001   CITEL Technologies Limited – Graphic and User Interface Designer

- Creating fit for purpose UI's for blue chip clients in the telephony industry. Design of UI's for multiple localities including US, Europe and the Far East using Front Page, Dreamweaver and Photoshop. Working with in-house development team to create bespoke solutions.
- Designing packaging, brochures, exhibitions and other promotional material for clients including Panasonic, Toshiba and Philips.
- Authoring User Manuals, Installation Guides, Help Files
- Creating presentations using Macromedia Director, Flash and Powerpoint

1993 - 1994   Freelance Graphic Designer

- Design publicity material corporate identity, packaging, etc., from initial brief through to print.

1992 - 1993   Martyn Swinscoe Design Associates - Graphic Designer

- Technical illustration
- Mac Based design from initial brief through to print

1988 - 1992   Paperweight Printers, Nottingham - Designer/Mac Operator

- Design of letterheads, logos and computer based stationary for software suppliers.
- Working using early versions of Apple Mac applications such as Pagemaker, Abode Illustrator and Quark Express.

1987 - 1988   Arkwright Mill, Cromford - Senior Graphic Designer

1986 - 1987   JKL Design & Advertising - Finished Artist

EDUCATION & QUALIFICATIONS

2006 – 2006	Open University Postgraduate Degree Module in User Interface Design and Evaluation
1984 - 1986	Sheffield College of Art and Design B/TEC Higher National Diploma in Visual Communication
1982 - 1984	Chesterfield College of Art and Design B/TEC National Diploma in General Vocational Design
Other	ISEB in Business Analysis NVQ Levels I, II, III in Business Management City & Guilds 325 in 'C' Programming GCE 'O' Levels in Art, Technical Drawing, English, Physics, History, Mathematics