



## Summary

I am a strong proponent of user centred design with 6+ years industry experience and a research based MSc in Human Centred Computer Systems.

By involving the user in the design process, I match up user needs with clear business objectives to synthesise a strategy and optimise digital products to bring measured success.

I am as much about the process as the execution. Highly capable of leading UX projects, crafting the ideal process, and collaborating with clients and internal stakeholders.

I also run public training in interaction design and speak about persuasion design and behavioural psychology at conferences and events.

## Technical Skills

### Research



**Evaluative:** Usability testing, tree testing, expert heuristic reviews, web analytics, A/B testing.

**Exploratory:** Interviews, focus groups, stakeholder workshops, card sorting, questionnaire surveys.

### Strategy



Research synthesis, personas, experience maps, measurement frameworks, ideation techniques, mobile first, omni-channel, agile, waterfall.

### Content



Content audits, content matrix, basic copywriting, CMS knowledge.

### Behaviour psychology



Persuasion design, conversion optimisation.

### Information Architecture



Taxonomies, sitemaps.

### Information / UI Design



Sketching, wireframes, modular design.

### Interaction Design



Prototypes, scenarios, task analysis, use cases, user flows.

### Visual Design



Data visualisation, responsive grid layouts, typography, colour theory, design templates.

### Front End Development



Responsive HTML/CSS, Javascript/jQuery.

*Dots represent relative expertise*

## Tool & Software Proficiency

**UX tools:** Axure RP, Omnigraph, InVision, Survey Monkey, Morae, Camtasia, Optimal Workshop, Visual Website Optimiser.

**Adobe CS:** Illustrator, Photoshop, InDesign, Dreamweaver.

**Analytics tools:** Google Analytics, Coremetrics.

**Microsoft:** Word, Powerpoint, Excel, Visio

## Personal Skills & Experience

Highly capable of leading UX projects across the full spectrum from £10k Usability Studies to £250k+ strategy and re-design projects.

Strong client facing skills and commercial acumen, delivering measured value whilst respecting project budgets and timelines.

Advocate for Agile design processes but also experienced in Waterfall approaches.

High aptitude to collaborate and communicate with both technical and non-technical stakeholders.

## Qualifications

**MSc. Human Centred Computer Systems: Merit**  
[University of Sussex 2009].

**B.A. (Hons) Philosophy and Cognitive Science:  
2.1** [University of Sussex 2008].

**A-level's: 1 A, 2 Bs** [King Edwards, Bath, 2004].

**GCSE's: 8 As, 1 B** [King Edwards, Bath, 2002]

## Professional Training

Advanced Web Writing, Interpreting Analytics,  
Advanced Axure [Webcredible 2015]

Certified ScrumMaster [Radtac 2013].

Professional influencing skills course [Learning Tree  
International 2013].

Advanced public speaking training course  
[Skillstudio 2012].

Javascript & jQuery training course [Silicon Beach  
2011].

CMI Level 5 Management and Leadership [Liverpool  
2011].

## Employment History

### **Senior UX Consultant - Webcredible [April 2015 - Present]**

*Leading UK customer experience agency*

- Apollo Tyres: UX Lead on research, strategy and global website re-design.
- Museum of London: Co-lead on research and website re-design.
- University of Sussex: 24 participant usability study.
- Public training & events: Interaction Design, Design Psychology.

### **Senior UX Designer - Essence Digital [Nov 2013 - March 2015]**

*Largest independent global digital advertising agency*

- Google: Lead UX and visual designer on global advertising platform in an Agile product development process.
- The Jockey Club: Lead UX Designer across 14 UK Racecourse website re-design.
- Hoseasons: Lead UX Designer on UK holidays website re-design.

### **UX Consultant - iCrossing [April 2012 - Oct 2013]**

*Global marketing and advertising agency*

- UX design, evaluation and consultancy for some of the UK's biggest brands (TK Maxx, Pfizer, Roche, M&S Bank, Virgin Experience Days).
- UX for internal agile product development designing search marketing applications.

### **UX Designer - Posturite Ltd [April 2010 – March 2012]**

*Largest UK ergonomic equipment retailer*

Lead role, managing and running UX & conversion optimisation projects for e-commerce websites, with proven results, increasing online revenue by approximately 50% for [www.posturite.co.uk](http://www.posturite.co.uk).

### **Web Designer and Developer - TGSi [March 2010 - April 2010].**

In house web design and development project.

### **Usability Researcher - Canonical/Ubuntu & Uni of Sussex [April 2009 - August 2009].**

User research project into the open source operating system Ubuntu.

## Personal Life & Interests

I live in South London with my partner. I enjoy exploring the world and trying new things. I'm a keen skier, swimmer, cyclist, amateur cook and recently beer maker.