

In a nutshell

A strong UX practitioner and a 'safe pair of hands' with skills and experience in all aspects of the user experience arena, benefitting from continuous improvement and refinement whilst working in both agency and client side roles since 2005.

Core skills

- ✓ Interface design (digital wireframes/visuals/sketching) via interaction design techniques
- ✓ Information architecture and content planning
- ✓ User centred design (UCD) methodologies
- ✓ UX research & discovery
- ✓ Usability testing and interviews

Preferred tools

- ✓ Interface design - Omnigraffle, Sketch, Axure, paper & pencil/pen, Visio
- ✓ Prototypes – InVision, Axure, POP
- ✓ Visual design / graphical elements – Fireworks
- ✓ UX documentation - Omnigraffle, Visio (& occasionally InDesign)

What else do I bring to the table?

- ✓ Comfortable working in lean, agile, waterfall processes (or combinations of)
- ✓ Strong workshop facilitation, collaborative and stakeholder management skills
- ✓ Experience of recruiting UX team members and guiding junior UX practitioners
- ✓ Practical experience of working with HTML, CSS, databases, visitor analytics, XML
- ✓ Business degree followed by business experience (mainly B2B solution sales) in UK & Australia.

Last 10 UX design projects at a glance

1. **Responsive design** project for a newly launched organisation within the US healthcare space
2. **Android, iOS & web app** to allow purchase and presentation of travel tickets entirely by mobile phone
3. Senior UX designer on **responsive website re-design project** in the personal finance space
4. Redesign of key parts of a SaaS e-commerce platform's **acquisition focused responsive website**
5. **Client workshop and responsive designs** for a website redesign of an F1 motor racing organisation
6. UX design of key aspects of a **sports related native Android app** produced for a global audience
7. **Responsive design work** on key areas of a Japanese car manufacturer's digital presence
8. Production of **personas, user journeys and sitemap** for a global commemorative campaign website.
9. Design of an **omni-channel mobile app** for a leading phone retailer to help build customer loyalty
10. Redesign of 2 RAF recruitment websites (Regulars & Reserves) into one streamlined **responsive entity**

What do I enjoy most about UX design?

1. Getting intimate with a design challenge and then providing total commitment in the pursuit and capture of a solution that will delight end users
2. Being sure that proposed solutions will be well received by end users by removing design subjectivity by utilising insight gathering activities (where possible) followed by usability testing & refinement cycles
3. Collaborating successfully with bright minds within a positive work environment

Project summary

UX designer – Futurebrand, Holborn, London, EC1N 2AE

(Oct 2015)

Sole UX designer for a responsive website design project for a newly formed organisation set to play a leading role in US health care space.

Key areas of responsibility/focus:

- Creation of responsive wireframes for core aspects of the new website (home/hub/landing pages etc)
 - UX design of responsive navigation
 - Ensure user/usability focused considerations were factored in alongside new branding principles
-

UX designer – Experience Applied Ltd, Coulsdon, Surrey, CR5 1LZ

(Sep 2015)

Collaboration with the founder on the design of a mobile app (web, Android & iOS versions) to allow a private transport provider to provide the ticketing function to travelling customers via their mobile phones.

Initial designs for the iOS version can be viewed on Invision here: <https://invis.io/XE16P8K6K>

Senior UX designer – SapientNitro, Eden House, London, E1 6DU

(Jun – Jul 2015)

Senior UX designer for a responsive website re-design project in the personal finance space. Project included regular client review meetings.

Key areas of responsibility/focus:

- Preserve and enhance core user journeys
- Regular collaboration with visual design, tech and content team colleagues.
- Production of responsive designs with an emphasis on providing engagement and conversion via a conversational design approach.
- Production of both sketched and digital wireframes and eventually detailed design specifications to facilitate CMS build by remote tech team.

Highlights:

- ✓ As part of a refreshed team we were able to help turn a struggling project into a great success
 - ✓ Through close collaboration with content, visual design and tech team members we created high impact (tablet first) responsive interface designs that tick all the boxes
 - ✓ Supported the on-boarding and provided guidance to a junior UX team member
-

UX designer (sole) – Design By Structure, Jacks Place, London E16NN

(Apr 2015)

Redesign of a leading SaaS e-commerce platform's main acquisition focused responsive website. Core focus of the work:

- Enhance the site's acquisition performance
- Be user centred in all aspects
- Fully convey the unique aspects of the brand proposition to encourage the audience to 'know, like and trust'

Deliverables: Creation of personas, user journeys, content plan, site map and key page wireframes.

UX designer (sole) – Havas Work Club, 70 Newcomen Street, London, SE1 1YT

(Feb & Mar 2015)

1) Preparation for and participation in a workshop with a client in the F1 motor racing sector followed by the production of a UX guidelines document containing wireframes for responsive desktop and mobile pages including:

- Browse & select within product catalogue
- Product detail

- Product comparison

Deliverables: workshop preparation was in the form of sketched interfaces representing 2 product selection journey options. Post-workshop design documentation was produced as digital wireframes.

2) UX design of several key aspects of a sports related native Android app being produced for the global audience of a key client including:

- On-boarding tutorial
- Rewards section
- Home screen dashboard

Deliverables: combination of sketched and digital wireframes following collaborative white board sessions with creative and tech leads.

UX designer (sole) - Syzygy, The Johnson Building, 77 Hatton Garden, London EC1N 8JS

(Oct – Nov 2014 & Jan 2015)

Responsive UX design work on 3 projects for a well known car manufacturer for their Asian and European markets. The work involved user journey analysis and optimisation as well as the resulting wireframes for the following:

- 1) Re-design of core form based user journeys (e.g. book a test drive) for their Japanese (home) market.
 - 2) Re-design of a 'How to' help section providing access to videos and documents
 - 3) Pitch work on a 'Find your ideal car' configurator concept.
-

UX designer (sole) - Edelman, 105 Victoria Street, London, SW1E 6QT

(Sept 2014)

Production of 7 personas, user journeys and a sitemap for a forthcoming global commemorative campaign website. Also directed supporting research resource to ensure persona authenticity.

UX designer (sole) - Fitch, 121-141 Westbourne Terrace, London W2 6JR

(June & July 2014)

Engaged to lead the UX design aspects for the creation of a ground breaking new omni-channel mobile phone app (offering online and in-store experiences) for a major phone retailer created to enhance customer engagement / loyalty during the duration their phone contracts.

My focus was on selection (following collaboration with internal stakeholders) of a comprehensive feature set that would provide high levels of utility and engagement, design the app structure (IA) as well as the mobile interfaces (created as wireframes using Axure).

UX consultant/designer – 4thWay (startup), Sutton, Surrey.

(June 2014)

Online consultations via Skype and the production of site map and wireframes for a new peer to peer lending comparison website (4thWay.co.uk).

UX consultant – Plain Vanilla Games (startup), Reykjavik, Iceland

(June 2014)

Online consultation via Skype to discuss ways to help make an already successful mobile/tablet app (www.quizup.com) become even more effective from a UX perspective.

UX designer (lead) - WCRS, 60 Great Portland Street, London W1W 7RT

(April – June 2014)

Lead onsite client workshop and UX design activities (sitemaps, collaborative sketching, wireframes, user testing) for the redesign and amalgamation of the 2 core RAF recruitment websites (Regulars & Reserves) into one streamlined responsive entity.

UX designer (sole) - Maverick, 21 St Thomas Street, London SE1 9RY

(March 2014)

Redesign of 2 websites for the Government of Gibraltar. Deliverables: site maps and wireframes (responsive design)

Paternity break

(January – February 2014)

UX Architect (Associate Director) – DigitasLBi, 146 Brick Lane, London E1 6RU

(May 2013 – December 2013)

Wide ranging UX design activities for multiple clients, projects and devices including:

1) Energy sector

- Multi-device type designs for an online Smart Meter installation booking tool for B2C customers.
- Design updates (responsive) to the B2C section of main website to incorporate new consumer focused information display regulations.
- Review and recommendations for improvement of the information architecture of the client's UK website.
- Recommendations for re-work of 6 core B2C user journeys for the main UK website (including onsite client presentation).
- Design of a responsive design solution for a new product type (including responsive tables).
- Brain storming and initial concepts for a redesign of the main B2C online account management home page.

2) Pharmaceutical sector

- UX benchmarking project to measure & compare 14 distinct online offerings to help the client understand their current competitive position plus areas of opportunity in their sector.
- UX audit of a clients' catalogue of 20 websites to give them improvement requirements insight.
- Production of wireframes (responsive design) for a new section of an existing website to provide nurses with key information relating to a new drug.
- UX design input into the creation of (responsive) product focused info-graphics.

3) Car rentals sector

UX design input by way of collaborative sketching with visual design team members of new (responsive) car hire booking interfaces.

4) Banking sector

UX design (responsive) for the corporate website for a major high street bank's corporate website including focused efforts on mobile navigation design to support a deep information hierarchy.

UX designer (sole) – Razorfish, 23 Howland Street, London, W1A 1AQ

(May 2013)

- 1) **Blackberry Facebook campaign** (desktop & mobile). Delivered user journeys & wireframes.
 - 2) **McDonalds Smoothies (product launch) campaign** (desktop & mobile). Delivered user journeys & wireframes.
-

Designer & producer (sole) of a responsive website for a thriving sports & fitness club in South London.

(April 2013)

Responsible for the selection, design and implementation of a responsive CMS based website (Wordpress) to ensure that the club management can manage the content themselves and that the website reflects the brand and presents favourably on desktop, tablet and mobile devices.

UX designer (Lead) – new ecommerce business venture in the luxury fashion space. London

(Jan 2013 – Mar 2013)

Working with the founder on conceptualising and designing a tablet and mobile phone focused ecommerce portal to facilitate superior levels of customer experience for global customers.

UX designer (lead) – Dr Foster Intelligence, 12 Smithfield Street, London EC1A 9LA
(Oct 2011 – Dec 2012)

Dr Foster intelligence (DFI) is the UK's leading provider of **online informatics to the NHS** (and other health based organisations). They are best known for their annual hospital guide which shines a light on the clinical performance of the nation's NHS hospital trusts.

My role involved leading on all design related aspects for the following B2B focused projects:

- 1) **Redesign of the company's flagship 'quality of care' informatics tool** - full UCD project life cycle starting with detailed discovery phase including user needs analysis (based on face to face customer meetings), online survey, quantitative & competitor analysis. Regular (bi-weekly) deliverables included UX specification documentation comprised of sitemap, core user journey flows, and annotated visual designs for all aspects of the new tool. Conducted 2 rounds of usability testing/customer feedback with accompanying summary report including future design roadmap recommendations.
- 2) **Design (UX & visual) of a clinical performance dashboard** enabling hospitals to get an at a glance view of their clinical performance in terms of quality of care, efficiency and market share. This dashboard is now used by many NHS hospital trusts.
- 3) **Internally focused discovery phase** for the re-imagining of DFI's clinical efficiency informatics tool. Senior stakeholder interviews as well as analysis of current tool usage culminated in the delivery of a summary report.
- 4) **Customer insight phase** to help determine the best approach for an online informatics tool aimed at the new clinical commissioning groups (CCGs). Involved customer interviews, recommendations and first draft dashboard design.

UX designer (sole) – HSBC, 8 Canada Square, Canary Wharf, E14 5HQ
(July 2009 – July 2011)

Lead design resource on a major re-design of HSBC investment bank's global CRM

Responsible for all design related tasks including:

- Global discovery phase with task based analysis
- Information architecture
- Wireframes, UI visual design for all unique pages/views/functionality
- Style guide creation
- Usability testing and refinement
- Regular business stakeholder design workshops/review meetings
- Triweekly global design walk through meetings with agile development teams

UX designer - Dare Digital Ltd, 13-14 Margaret Street London, W1W 8RN
(Mar 09 – Jun 09)

1) Barclaycard - online directory of Barclaycard merchants for card holders – delivered a User Experience Specification document including user journeys and corresponding clickable wireframes (prototype).

2) Barclays - "Saving in a recession" section for Barclays.co.uk - the creation of a new section within Barclays.co.uk to allow Barclays to promote a range of "recession friendly" products and services to a highly wary consumer market.

3) Sony Ericsson - 2010 FIFA World Cup sponsorship site – this ground breaking site was to sit within the framework of Sonyericsson.com.

4) Sony Ericsson - re-design of local country home page and other aspects of SE.com - responsible for a key element of the re-design of Sonyericsson.com - the local country home page.

5) Sony Ericsson - community site for mobile phone application enthusiasts – the creation of a community based website (Sony Ericsson 'Playground') to bring independent mobile phone application developers and consumers together.

6) Vodafone - promotional page for a new business phone (HTC Touch Pro 2) - the UX design of a promotional landing page for a newly released business phone - the HTC Touch Pro 2.

UX designer (sole) - Hyper Happen, 2nd Floor 159-173 St John Street London EC1V 4QJ
(Feb 09). Delivered user journeys & wireframes for website updates.

UX designer (sole) - Duke interactive, 11 Wardour Mews, London, W1F 8AN
(Feb 09). Delivered user journeys & wireframes for website updates.

UX designer (lead) - Think Ltd, 1st Floor, 8-14 Vine Hill, London, EC1R 5DX
(Aug 08 – Dec 08)

- 1) Bupa (redesign of Bupa.co.uk and Bupa.com).**
Ran stakeholder interviews & workshops & delivered personas, journeys, sitemaps & wireframes
 - 2) Bupa (design of a new Health management web portal)**
Delivered sitemap & wireframes
-

UX designer (sole) - Publicis Group UK, 82 Baker Street, London, W1U 6AE
(Jul 08 -Aug 08)

- 1) LG Phones (new in-store retail sales portal)**
 - 2) LG Phones (new photo sharing site)**
 - 3) Children's Workforce Development Council website (new section added)**
-

UX Architect – Conchango, 36 Southwark Bridge Road. London, SE1 9EU, UK
(May 08 - Jun 08)

- 1) Sophos** – undertook a requirements discovery exercise involving a mixture of face to face and telephone interviews with 18 Sophos stakeholders and partners based in the UK, Continental Europe and USA. The deliverable for this work was requirements analysis documentation including 6 personas with user journeys.
 - 2) Virgin Atlantic Airways** – produced wireframes to facilitate the enhancement of the airline's flight booking management system as well as for a key element of the booking process on the customer facing website.
 - 3) Barclaycard** – part of a team of 3 (based on client site at Canary Wharf) working on the production of a site map and wireframes during the initial stage of a project to redesign the account management section of Barclaycards' consumer facing website.
-

Information architect - The Team, 30 Park Street, London, SE1 9EQ
(April 08)

Involved in several aspects of a tender response document for a ground breaking multi-million pound NHS re-design project.

Information architect – Publicis, 82 Baker Street, London, W1U 6AE
(Feb - Mar 08)

- 1) British Army** – design of a website to enable the British Army to provide teaching resources to schools and colleges.
 - 2) British Army** - Creation of an intranet to help Army Career Advisors in their day to day dealings with schools and colleges.
-

Information architect – Endemol, Charecroft Way, Shepherds Bush, London W14 0EE
(Sep 07 – Feb 08)

- 1) UGC, community (web 2.0) website for the BBC** - creation of a ground breaking community based website to be supported by BBC TV programming. The site is centred around user generated content, mainly in the form of pre-recorded video, images, blogs, and comments. There was an emphasis on live video streaming, voting and rating.
 - 2) Scoping workshops for Stan James' Sportsbook** - part of a team of 5 who travelled to Stan James' head office in Gibraltar to conduct a 2 day scoping exercise with the aim of agreeing a site re-design strategy.
-

Information architect – Publicis, 82 Baker Street, London, W1U 6AE

(Aug 07 – Sep 07)

1) Re-design online calculator tools for the FSA

2) Extranet for the British Army - creation of wireframes and site map for the design of an extranet application for the British Army.

3) Design campaign website for New Look Retailers Ltd - creation of wireframes for a Flash based site involving a complex clothes selection 'look book' application that would allow the user to create their ideal 'look' and enter it into a competition. A key challenge for this project was to create a usable interface and ensure that key usability aspects were maintained during site production.

UX consultant – Wunderman, Greater London House, Hampstead Road, NW1 7QP

(Jul 07)

1) Re-design community site for Ford Motor Company

2) Re-design European micro-site for Samsung

Information architect – Fidelity International, Kingswood Fields, Millfield Lane, Lower Kingswood, Tadworth, KT20 6RB

(Dec 05 – Mar 07)

1) Re-design B2C fund search & selection application

2) Re-design 2 core sections of Fidelity's UK B2C website

3) Usability and accessibility enhancements to UK B2C website

Education & training

BA Business Administration - University of Wales, Institute Cardiff

(Sep 88 - Jun 92)

CompTIA's I-Net+ internet technology foundation course

(Oct 01-Nov 01)

Certified Internet Webmaster (CIW) Design & E-commerce Program

(Dec 01-Jan 02)

Interpersonal business skills

- Ability to absorb client requirements and produce a solution that exceeds expectations
 - Creative approach to solving both design and project based problems
 - Understanding of corporate identity, stakeholder management, internal politics management, and the importance of marketing and branding.
 - Experience of sales, marketing, account management, project management
-

Recommendations

Rob Hudson, Director of Operations, Think Ltd

"Anthony provided us an excellent service in delivering two high profile Web projects for BUPA as a key part of the TH_NK design team. His engagement and facilitation skills on top of his innovative, dedicated and professional approach to his work and profession ensured we delivered great value to the client. I would recommend Anthony to anyone who is looking for leadership in the field of Information Architecture and Experience Design."

Mark Bell, Digital Planning Director, Dare Digital Ltd

"Anthony has a wealth of knowledge that allows him to have a true understanding of what it means to create a successful online experience. He can be trusted with confidence to take ownership of a projects large and small and deliver them to an incredibly high standard."

Jordan Norris, Head of Digital, Connections Recruitment Ltd

"Anthony is a genuinely nice guy who is always happy to help. We have been lucky enough to have had Anthony represented us at 4 different clients over the last couple of years – The feedback has always been excellent. He is expert in his field and I would have no hesitation is recommending him."

