

DREAM

DEFINE

CREATE

HELLO IT'S ME

What makes me tick?

The complex, the search for solutions, that light bulb moment and the desire to solve those 'unsolvable' problems.

Design is much more than making stuff look good. Great design is rooted in connecting people with new worlds, industries with new consumers and enabling everyone to navigate the complex with ease.

Creating processes and working environments that allow teams to grow, to excel and succeed in their tasks. You are the team and the team is you. Only working together can we succeed.

We work together, we research hard and we build for the users, and we don't stop until we've got it right!

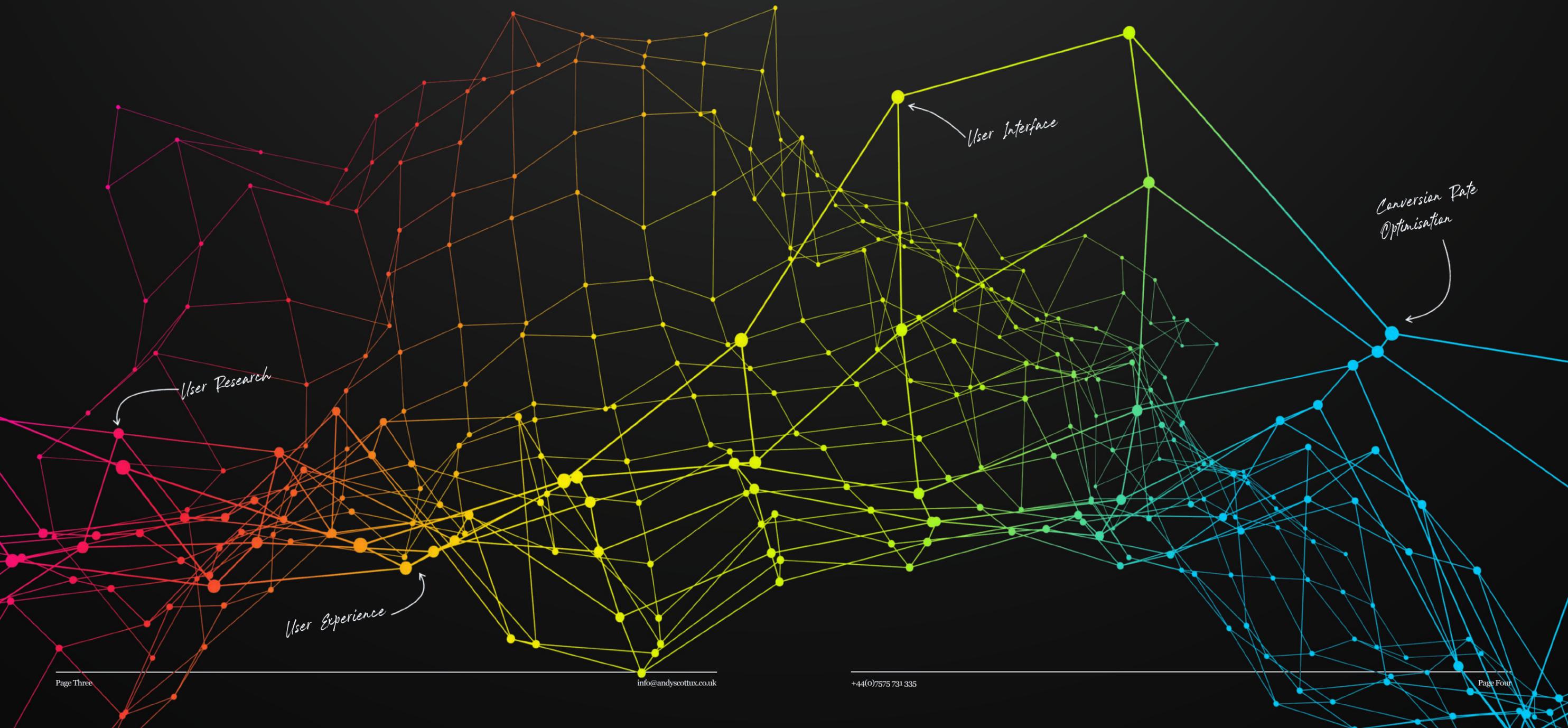
In a rush? Resume is on the last page!

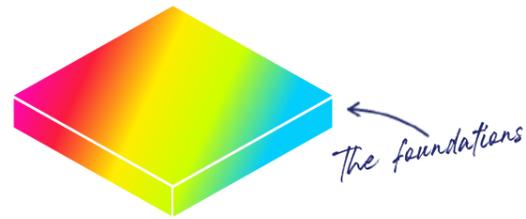
ING DESIGN WORKSHOP



FOUR AWESOME CORE SKILLS

RESEARCH EXPERIENCE INTERFACE OPTIMISATION





research

Call them what you like: users, consumers, customers, friends or foes. Understanding them is pretty much the foundation of your business. But you'd be surprised how often companies don't see it as a vital component of the design process, usually due to the cost. Here's a little secret - it won't cost a lot when done right! Whether budgets are large or small, there is always a solution.

approach

My approach varies and depends on three things; number one, budgets and timescales. These are fundamental in reaching a good understanding of what we can achieve.

Number two is to understand what knowledge you already have, if you have existing users or not, has your marketing department already conducted any research? Something you think is worthless might well be beneficial.

And finally, number three, a clear understanding of your goals and

objectives. What are you trying to understand? What is the purpose of the research? What outputs do you want at the end of the process? Understanding this enables me to make an informed decision on the right methodologies to implement to get the most out of the budget.

While there isn't a one size fits all approach to research, you can rest assured that I will use the best and scientifically validated research methods to gather the knowledge and data you require to further your product.

experience

I am a massive advocate for user research and believe it to be the very rock-bed of any design project, to have a deep understanding of the market place, the competitors and the users allow me to create products fit for purpose.

I have been researching for over ten years, continually learning and adapting my processes to fit the business and their budgets. From conglomerates to small and medium-sized companies, I have conducted successful research projects enabling teams to make

informed decisions that benefit not just the product but the overall business—experienced in adapting to working methodologies, budgets and timescales—allowing you to continue, business as usual.

methods

Not an exhaustive list

Usability testing

Usability testing can be done both in-house and remotely, the choice is dependent on time-scales and budget. I have extensive experience in running both.

Diary studies

Diary studies are extremely insightful in getting a day to day look at how users interact with your product or service and this is usually followed up with a recorded interview to analyse the findings.

Interviews

Interviews come in many shapes and sizes, from talking to someone who has no knowledge of your business to contextual interviews with people who interact with your product every day.

First contact testing

A collection of easy tests that are aimed at understanding a user's unbiased reaction, such as the 5-second test, first click testing and preference testing to name a few.

Task analysis

Observing how users behave in their current environment, prior or post use of your product. This enables a deep understanding of where the pitfalls are, enabling innovation and product development.

Surveys and usability scales

Online surveys, SUS, NPS, whichever you prefer. These serve two purposes; to set a baseline to observe improvement over time and to get an understanding of the current feelings towards your product.

Data analysis

Data analysis involves going through any available data, which can be either quantitative or qualitative data, or a mixture of the two. Data tells a story and allows us to concentrate on the right aspect of your product at the right time.

Ethnographic field study

An ethnographic field study requires watching and interacting with users in their real life environment, either at home, at work or whilst commuting.

Focus groups

Focus groups if done incorrectly, can lead to dirty data. The key is to understand the room, ask non-leading questions and not let any one participant become the group spokesperson.

Questionnaires

Questionnaires can be done one of 3 ways; whilst the user is on the website, through email or a randomised list of participants that match your key demographics.

Competitor analysis

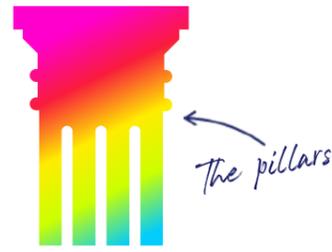
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Benchmarking

Benchmarking is an often-overlooked aspect of research but is extremely important. Benchmarking allows us to understand if the changes we have made are having the desired impact, both for the business and for the user.

Heuristic evaluation

A heuristic evaluation is the process of taking a fine-tooth comb to your product or service and benchmarking it against a list of industry standards. By doing this you can see areas of improvement that are needed and set about making those changes accordingly.



experience

If research is the foundation, then UX is the pillar, getting this bit right is the difference between success and failure. From user stories to user journeys, information architecture through to high fidelity wireframes. When done correctly, the UX process aims to answer questions and reduce any costly redesigns in the future.

approach

UX is a 'YUGE' field of expertise, so it's good to understand where you are within the process. The first stage will be to sit down and discuss what you are looking to gain out of the process.

I have worked on projects with teams of people and operated by myself when needed.

Wireframes? Tick! High fidelity prototype? Tick! Full Information Architecture? Tick. Interaction design? Tick! Accessibility? Tick! End-to-end UX? Tick! No job is too big or too small (I know, such a cliché) but it's the truth.

I have worked as a mentor to juniors within agencies just passing my eye over their work to make sure everything is tickety-boo. It all depends on your needs.

experience

UX has been my passion for over two decades, leaving school, I was avid if not over-ambitious web developer. It soon became apparent though that my desire wasn't in building the product but creating it and letting someone else make it. I only class my UX career as starting after I graduated from University, but the seeds were sown a lot earlier in life.

Working both in-house and in agency environments enables me to fully understand and implement innovate practices and processes that get the best out of the team as well as the product.

I have been fortunate enough to work for some of the largest companies in the world working on world-class, groundbreaking products. More recently spending some time in Asia, getting to grips with how people interact and use digital products.

methods

Not an exhaustive list

Experience mapping

Rarely used by many, but it is hugely advantageous in understanding the overall journey and the touch-points with digital, both before and after. It may also help inform other areas of your business. You need it. End of.

Persona generation

Who are we designing the product for? Creating emotion and creating a connection is imperative to creating a product for the right people. Personas are made based on existing and new market knowledge.

User stories

What does your user want, and how are we going to get them there? This is important in informing the rest of the UX process and making sure we have something to refer back to at any point in the process.

Information architecture

The 'nuts and bolts'. It takes all your content and groups it together in the right way, so users find it easy to navigate. It's no mean feat, but the payback is invaluable (card sorting helps us to make the right decisions).

Wireframes

The ugly sister of the process, but this allows you to iron out any niggles, setting the structures and flows before applying the warpaint. They can also be used as prototypes for user testing. Snazzy!

Prototyping

Low fidelity, high fidelity (paper) – there are so many tools out now to get a prototype into the hands of users to be tested, analysed, refreshed and then tested again.

Card sorting

Card sorting is the process of getting users to group items into either pre-defined categories or categories that they define themselves. Doing this allows us to see patterns and build the navigation according to the mental model the users have in their head.

Service blueprint

A service blueprint looks at all the touch-points a potential user has with your digital products and services and by doing this we can start to paint a picture of user's intentions when visiting.

Use cases

Use cases look at the differing scenarios a user may encounter when visiting your product or service. Understanding this allows us to understand the different journeys we have to design.

Storyboarding

Storyboarding is the process of planning out the different journeys a user or potential user may have with your product or service. It can be broken down to existing behaviour and intended behaviour.

User journeys

User journeys, like storyboards, map out the journey the user will be taking through the system. User journeys are less visual and look at the differing touchpoint – you have happy paths, sad paths and bad actors, and they all have to be mapped out before wireframe, to understand each stage clearly.

Ideation

No-one, and I mean no-one comes up with the best design first time around. Take this portfolio, for example. It went through many iterations. Ideation allows us to come up with concepts and ideas that can be binned or moved forward depending on the results from testing and stakeholder buy-in.

Accessibility

Accessibility is another facet that is often overlooked within the design industry but is especially important (and not just because of the fines). Accessibility makes sure we are designing for all and is a really good practice that should be continued through to development and other areas of the business.



interface

The bit of the design process everyone gets excited about, UI is like the lead singer of the band, everyone wants to get involved and throw in their opinion (everyone!)

Good UI skills are born from years of experience, of seeing your products being used, of industry knowledge, and learning from your past mistakes.

approach

Ahhh, the UI, or the user interface, or graphic design depending on your age! The fun part for most. It's where you see the product come to life after the completion of all the main work within the UX stage.

Questions come up, such as; do you have brand guidelines; do you have a brand book to follow; what message are you trying to portray?

experience

Many of my roles have not required me to complete the UI side of the project but rather direct the design process, it's only in the last five years or so that the UX role has been amalgamated with UI to create the product designer.

The UI process can be one of huge opinions and biases, which is why all my decisions will utilise back up reasoning and logic to help make decisions based on fact rather than personal feelings.

As well as the traditional flat UI, the latest software now enables me to show micro-interactions and animations. Hence, it's easier for developers to build when it gets to that stage.

I have experience in creating and directing brand strategies, as well as creating user interfaces from the ground up, and in some instances within existing brand guidelines.



methods

Not an exhaustive list

Branding

Brand pack, brand guidelines, brand book? Not got one? Then you're going to need one at some point. It sets out how everything should look and keeps everyone on the same nice, straight path.

User interface

UI design, the real meat on the bones (or so they say), having knowledge of the latest trends and understanding of how to make the most of every pixel, is key to delivering a product with an intuitive and easy to use interface.

Prototype

We've talked about prototyping with wireframes. Well prototyping, using UI, is the icing on the cake. Everything looks as it should do, so your findings will be as close to the final thing as they can get.

Colour psychology

Understanding the psychology of colour is very important when coming to design your interface, there has been extensive research carried out on the effects of colour and when and where to use it. This is especially important when designing for new marketplaces as the rules change dramatically.

Typography

Having the right fonts, weights and sizes in the right places help the user to understand without thinking the message you are trying to get across and used correctly will allow us to guide the user down the page in the way we intend.

Animation and interactions

The latest software allows me to create animations and interactions that can be exported as working code for developers to implement in the build. Micro-interactions, while small, is that little 'la touche finale' to your product.

Imagery

Getting the right imagery is key to any product, it presents your message, reinforces your brand and tells a story all in

one go. Avoid using generic stock images and spend a little money on getting the right images for the right places.

Demographics

Understanding of your key demographic helps the process of choosing the right colours and fonts that little bit easier. For example you wouldn't want bright colours and smaller fonts for the 60+ demographic when trying to sell funeral care now would you?

Platform standards

Each platform has its own set of standards and it's good practice to understand them. iOS and Android have set ways of laying out the landscape and by sticking to these you are not disrupting the users mental model when it comes to specific calls to action.

Material design

Material design is the child of flat design which is the divorcee of skeuomorphic design. Understanding the current design trends allows your brand to stay on point and reflect your business as being a leader rather than a follower.

Visual weighting

You may have heard this term a few times in your career; it is the practice of subtly applying more emphasis on an element of the page that draws the user's attention and invites them to interact with the content.

Usability & accessibility

To me, they are one of the same. Making sure that buttons look like they can be clicks is just as important as making sure that the text and button has a high enough contrast ratio to stand out from the rest of the page.



optimisation

Existing product or service? Just launched, the jobs not over; now comes the hard part which is keeping ahead of the curve and making sure that what you've got is working for the masses.

This is where analysis of qualitative and quantitative data comes in. All this enables you to make informed decisions on the next steps in the product lifecycle.

approach

Do you already have a product? Yep? Then great, the groundworks ready. Delving into the troughs of your data will show some easy (and some not so easy) ways to increase your conversion, and then keep those customers coming back for more!

Many people think they understand data; looking at Google Analytics (GA) and pinpointing where something is going wrong, but it's not as simple as that. You have to look beyond the data and to do this; you need a deep understanding of user behaviour across differing demographics.

experience

Someone who works on digital products, and who say they get it right the first time are liars!

I have spent much of my career, making sure that the right tracking and foresight be implemented to monitor and analyse the data coming back, so we know when we have succeeded or failed.

Every project is as unique as the next, differing demographics, platforms, goals and objectives all change rapidly, staying ahead of the curve allows you to stay ahead of your competitors.

Using a myriad of off the shelf and internal products coupled with expertise in human interaction design and psychology, I can foresee issues before they become a problem that affects your profit.

methods

Not an exhaustive list

Analytics

Analytics, or quantitative data, if you want to sound clever, is the numbers, the page visits, the bounces, the how many, the how long. When analysed correctly this data shows gaps in your product, shows where to focus further investigative techniques.

Mapping

Heat, rage, click; scroll mapping shows user behaviour or the qualitative data. Looking closely at this data shows patterns of behaviour and can pinpoint where to make improvements.

Funnel analysis

Funnel analysis allows us to know where people are dropping off and using other tools, understand why they're dropping off – from the homepage to purchase or download it's all trackable.

Multivariate testing

Multivariate testing or A/B testing as it's commonly known, allows us to test several different iterations of the same designs to work out which works better for your users.

Screen recording

Record your users as they browse through your site. Don't worry though, all personally identifiable information is hidden so you're not breaching GDPR or any other data law.

Form analysis

You would be surprised at the dropout rate on forms as a result of something so simple. Let's say you had 1000 people to your site and 1% dropped off. Just think of the leads you would lose. Form analysis allows us to monitor every field.

System usability Scale

The system usability scale or SUS serves two purposes. One is to understand if there are any issues with your

product and the second is to create a benchmark for any future changes we make.

Site audit

A site audit looks at your site as a whole. Are there any broken links? Are there areas of the site that aren't linked? Is the sitemap up to date? Are keywords, and all your H1's in place?

Usability testing

Usability testing should not end during the design phase. The world changes, technology changes and the way people or consumers move around sites changes. So, it is important that regular user testing is undertaken to ensure that your product is performing in the manner it should be.

MI analysis

MI or management information looks at data from across the company, checking call logs, speaking with customer support, going through reviews and app store logs to see when and where the problems are occurring.

Heuristic evaluation

A heuristic evaluation is a process of taking a fine-tooth comb to your product or service and benchmarking it against a list of industry standards. By doing this you can see areas of improvement that are needed and set about making those changes accordingly.

Competitor analysis

Your competitors don't stay still and neither should you and I would recommend checking out your competitors at least once a month, if not more, to understand the moves they're making. Some competitors aren't so obvious – did you know sweet manufacturers didn't understand why sweet sales were down in the 90's? The culprit – football stickers. Interesting.

WORK

**FOR FIFTEEN
YEARS I HAVE
WORKED WITH
OVER ONE
HUNDRED AND
TWENTY
COMPANIES IN
SIX DIFFERENT
COUNTRIES
CREATING OVER
200 INTERFACES
FOR PEOPLE LIKE
YOU.**

*I didn't believe
it either!*

*England, Spain, USA,
Canada, Philippines
& China*

Take a look

ABB · AFC FYLDE · AFTERNOON TEA · AGRI LLOYD · ALSTOM GAS · ARGOS · AUDI AG · AURA TECHNICAL SERVICES · BARCLAYS BANK · BESPOKE CLAIMS · BLUE DIAMOND · BRIDGE · BRIGHT HORIZONS · BRITISH FIBRE NETWORKS · BUPA · BUPA GLOBAL · BURNLEY COLLEGE · CAROLE NASH · CARR & DAY & MARTIN · CASCADE HOT TUBS · CASCAID · CERTAS ENERGY · CITIZEN KHAN · CLEANED & STEAMED · CLYDESDALE BANK · CO-OP GROUP · CO-OP BANK · COLEG CAMBRIA · COLLAB GROUP · CREATIVE SPARK · CRISPENS · CUSHION COUTURE · DAY, SON & HEWITT · DEFRA · DIGITAL HEALTHY SCHOOLS · DINE TIME · DRONSFIELD · EQUINE ACCIDENT · EUROCARPARTS · EXPERIAN · FAITH TECHNOLOGY · FARM SENSE · FIND MY PUB · FLICPOST · GOLDSTAR SAVINGS BANK · GOV.UK · GRADBAY · GRUNDFOS · HALE DENTAL · HOLIDAY GEMS · HUGH BAIRD · ICELOLLY.COM · IDEAL CORPORATE SOLUTIONS · IDEAL DEBT SOLUTIONS · IHI BUPA · ILLY · ING BANK PHILIPPINES · INJURY LAWYERS 4 U · ILEARN GEOGRAPHY · JETPARKS · JT HUGHES · KITCHENKRAFT · LAMBETH COUNCIL · LDA · LIFESTYLE SERVICES GROUP · LILLEYMANS · LTE GROUP · MANCHESTER AIRPORT GROUP · MANCHESTER CITY FC · MANCHESTER COUNCIL · MARBLE & GRANITE · MARTIN DAWES (INVOLVE) · MASTERMELTS · MICHAEL OWEN · MIRIBASE · MONEY BRIGHT · MORTON'S · MYCITY HEALTH · MYCITY SALFORD · NEW BALANCE · NEWCASTLE COLLEGE · NEWCASTLE UNIVERSITY · NHS · NORTHERN RAIL · NOVUS CAMBRIA · OH POPSI · ONE EDUCATION · ORCHA · PARKINSON'S SOCIETY · PARAMOUNT PICTURES · PAYCARE · PICCADILLY PLACE · PINDEX · PRESTIGE · PRINT GROUP · PRT PROPERTY · RACE GROUP · RUMBUNCTIOUS · SALE SHARKS · SITU LIVE · SHOREDITCH · SONY PLAYSTATION · SOUTHPORT COLLEGE · SPEEDY HIRE · STOP SMOKING LONDON · SWIPE · TANGERINE HOLDINGS · TASTECARD · TECMARK · THE MANCHESTER COLLEGE · THWAITES · TOTAL PEOPLE · TRAVEL BAG · TRAVEL TIMER · TRAINER BAY · TWOI PRAWNICY US · US MILITARY · VETPLUS · VODAFONE TV · WEBUYANYCAR · WELLINGTON HOSPITAL · WONGA · YORKSHIRE BANK · ZUTO + MORE

ING Bank (Philippines)

UX LEAD (MANAGEMENT)

background

The banking revolution back in Europe was full steam ahead. The big banks had stagnated, and there were some new boys in town. ING saw an opportunity in Asia. An emerging marketplace with an archaic banking system ripe for disruption and innovation.

ING launched their MVP with Aleph, a large WPP owned agency based across South East Asia. They asked me to come to ING and take the reins, bringing with me my banking know-how and passion for making change happen fast.

My role was building a large team of multidisciplinary creatives to grow the Aleph presence on the ground within ING, with the ultimate goal of increasing the Aleph brand across the Philippines.

responsibilities

Happiness

Happiness is the key to getting the most out of your team. That's why when hiring; it was vital to strike a balance between skill and fitting the Aleph family. We started as a team of 4. In 6 months, we were a team of 11, with people from the UK, Philippines, Russia, China, Singapore & Vietnam.

Design Debt

As well as increasing the capacity of the teams, it was important to establish relationships between the departments. Enabling a more fluid way of working that resulted in a more efficient sign off process. By creating working relationships it was much easier to reduce the design debt across the department.

Growth

Personal growth is just as important as improving skills, and interpersonal skills help to bind a team, creating a family. I took

Working closely with the Senior Management Team in Singapore and Malaysia, I set about understanding where change needed to happen and went about to implement those changes quickly.

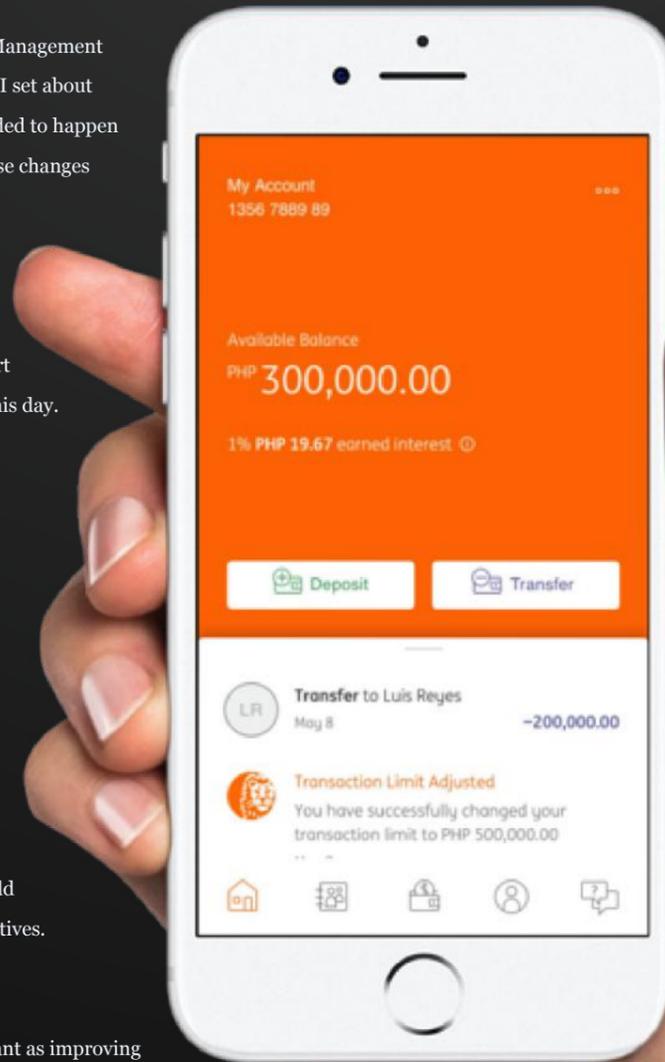
ING Philippines was a highly challenging environment, but we were hugely successful over a short period. And it is still growing to this day.

time to get to know the team, understand their worries, their likes and their dislikes. Creating goals and objectives that they could achieve to self-development objectives.

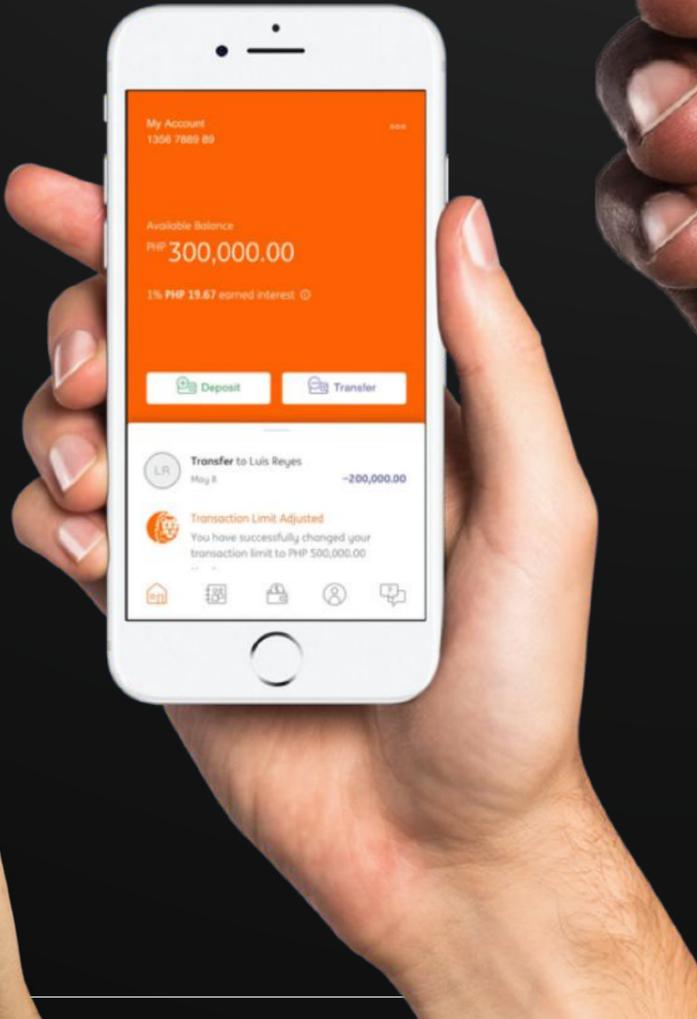
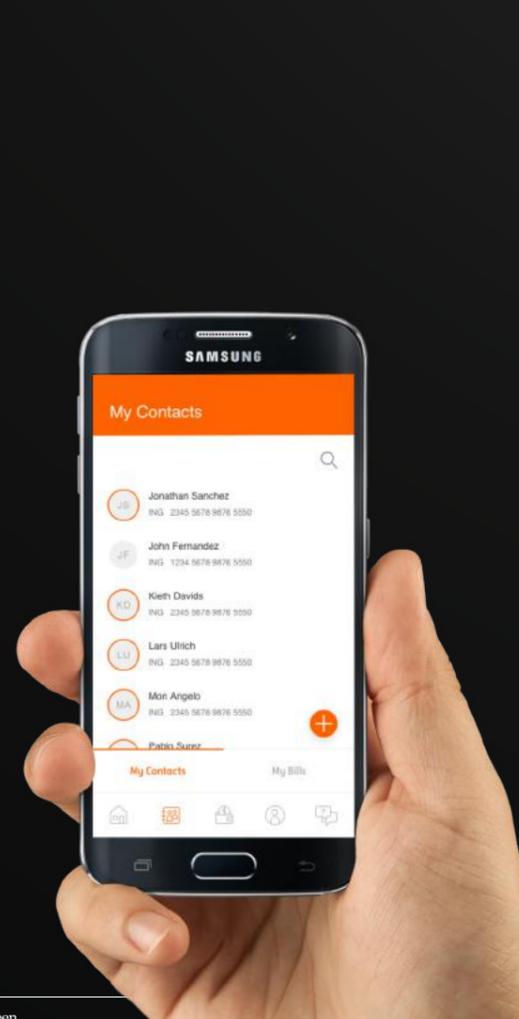
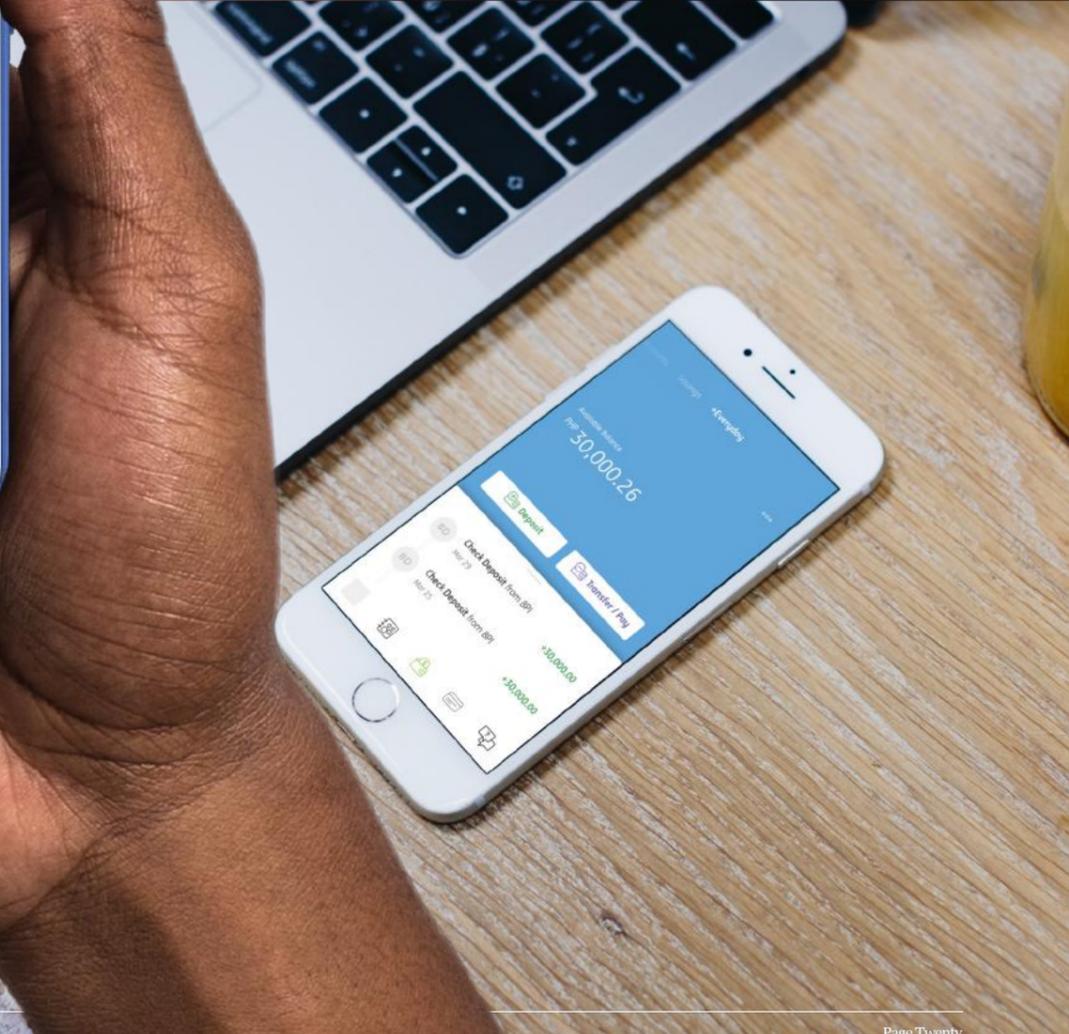
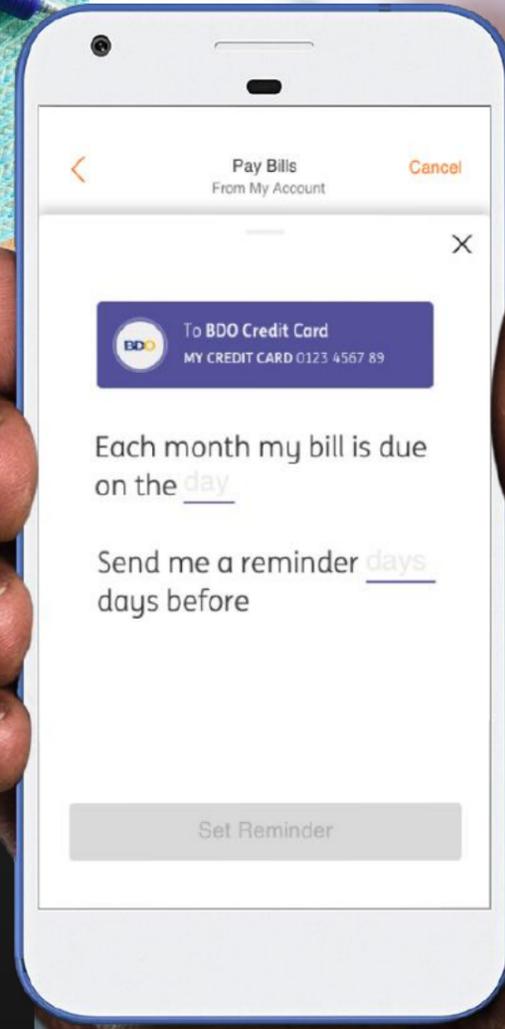
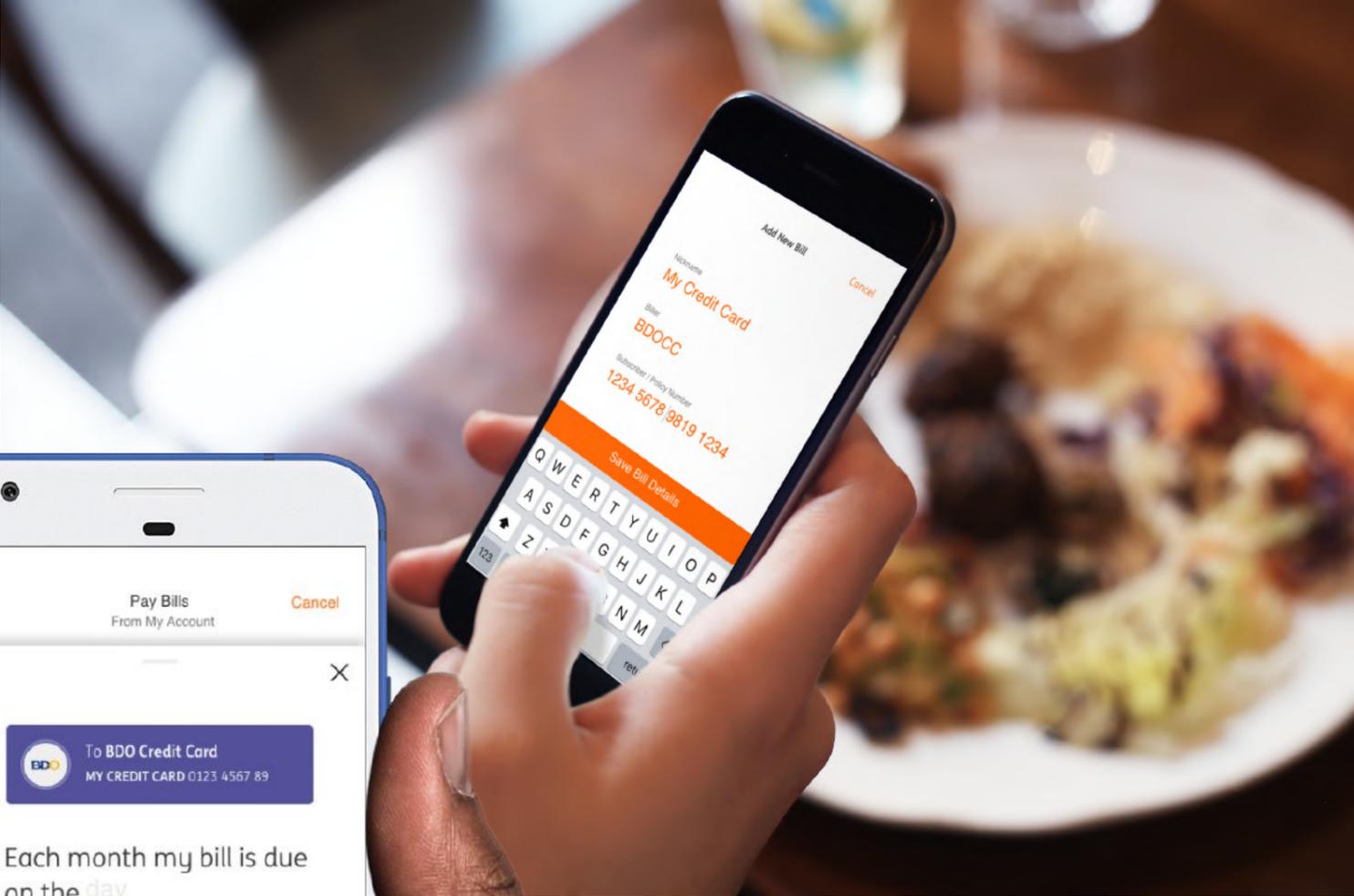
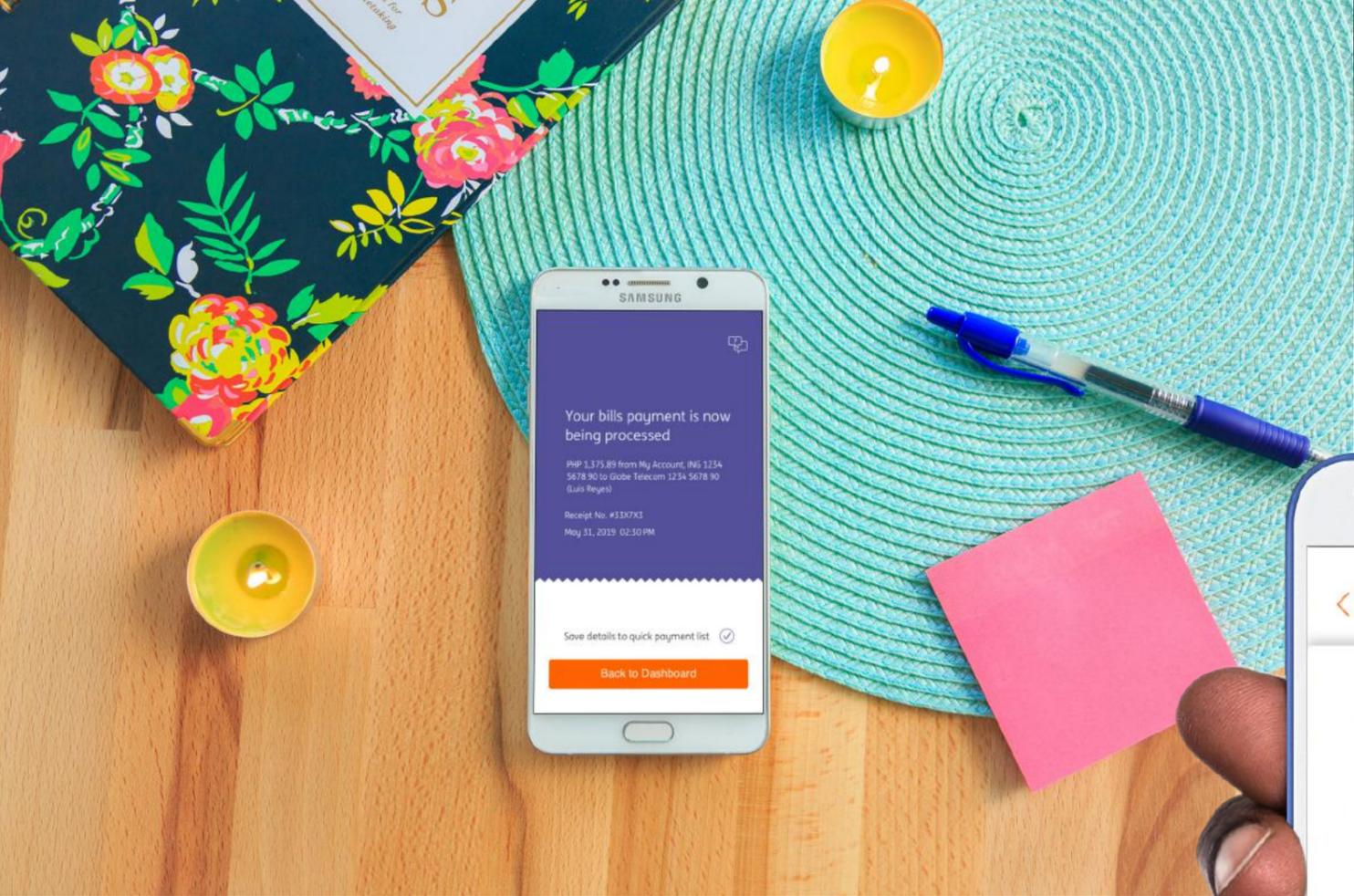
Success

Personal growth is just as important as improving skills, and interpersonal skills help to bind a team, creating a family. I took time to get to know the team, understand their worries, their likes and their dislikes. Creating goals and objectives that they could achieve to self-development objectives.

too long didn't read :l



The recruitment, management and leadership of a world-class team. From multiple countries and backgrounds. Combining user research, quantitative and qualitative data, experience, interviews and market research to ideate, create and design a single cross-platform multi-lingual banking application for the Filipino and Chinese markets.



AUDI AUTOMOTIVE

UX LEAD

background

Audi was lagging behind its competitors who had been making significant strides in their digital offerings. Their website was tired and outdated, and user frustration was high. Audi put a tender out for a new agency to come in and revolutionise their digital offering.

Salmon, a WPP owned agency, won this contract, and it was my job to help bring the initial vision to life, as well as overhaul the rest of their existing website.

What was required was to change from a traditional development-led approach to product development and move into a design-led

results

Research

Taking a project on the size of Audi can be daunting. Where do you start? Internal biases can cloud judgement, so it's essential to look at the data. What areas of the site are people visiting? Where are the pain points? Will changing this make an impact we can measure? These are the types of questions I set about asking in any design work.

Readability

I worked closely with the content team to understand the messaging and the tone of voice that we were trying to get across as a brand - making sure this fed across all materials and touch-points.

It was also imperative that visual weighting was applied correctly so that the order of the content is clear to the user.

Find-ability

While all the content was there, you couldn't find it. Old content

approach that utilised research and analysis to create a world-class experience that overtook their competitors.

I worked closely with the digital marketing department based at Audi HQ in Milton Keynes on where to start first, and this was all based on analytical analysis of their existing digital platform.

As well as overhauling their digital platform, Audi was also launching a new and innovative service called myAudi - a one-stop-shop for new and existing owners.

contained, dead links, dead pages, blocked funnels - you name it. I painstakingly went through every page within the sitemap (and some that weren't) and built a schematic of all the content pieces, (mapping how they fitted together) and went about rebuilding the sitemap. Hence, the content was easy to find from any point on the site.

Success

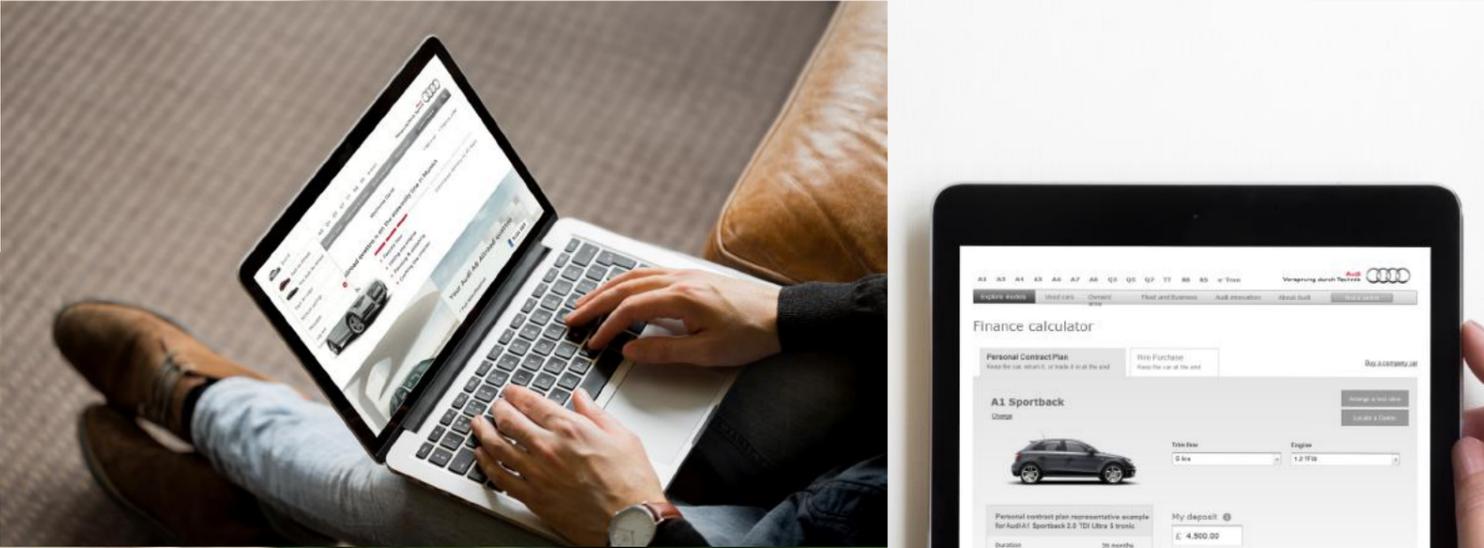
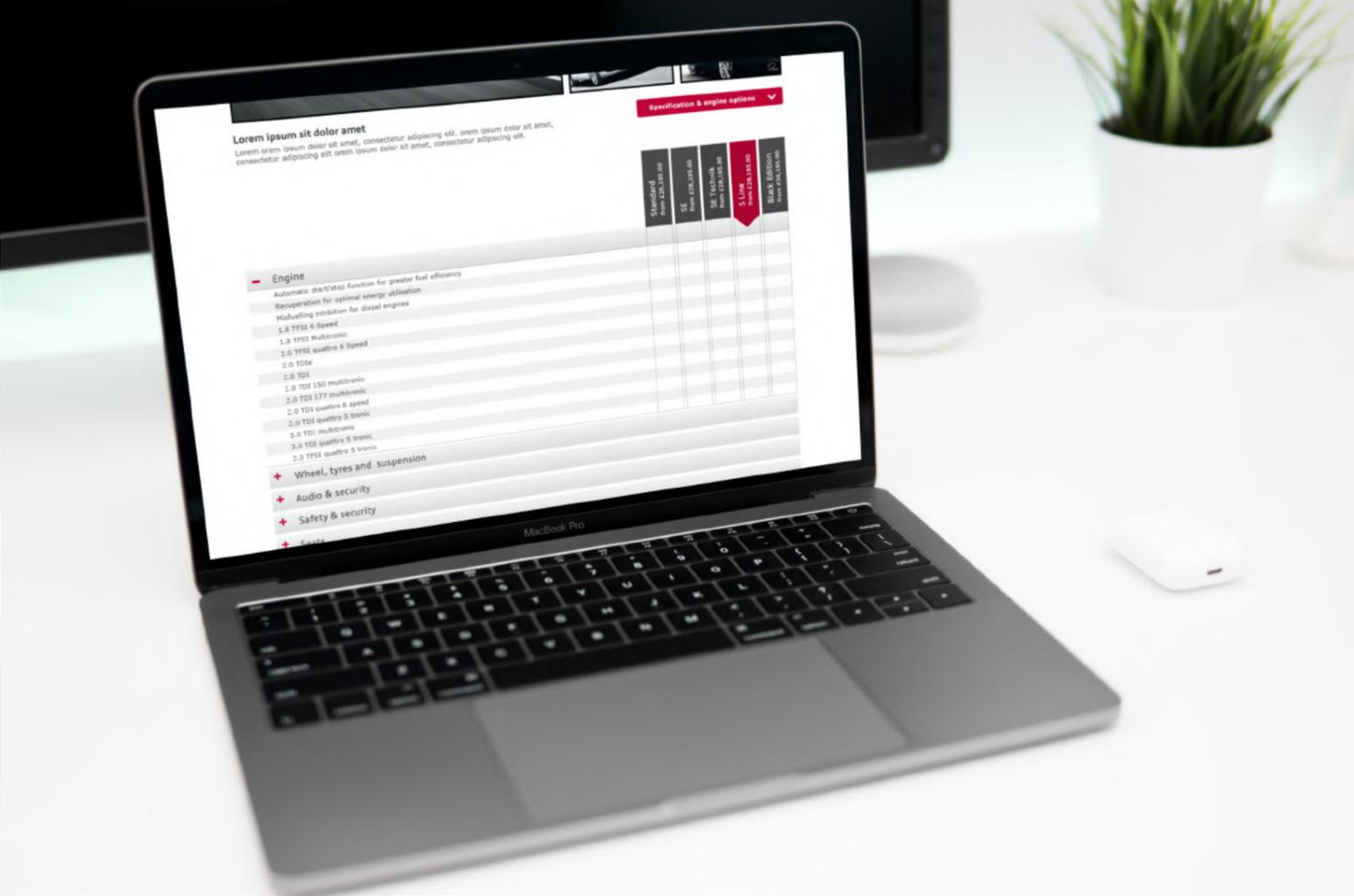
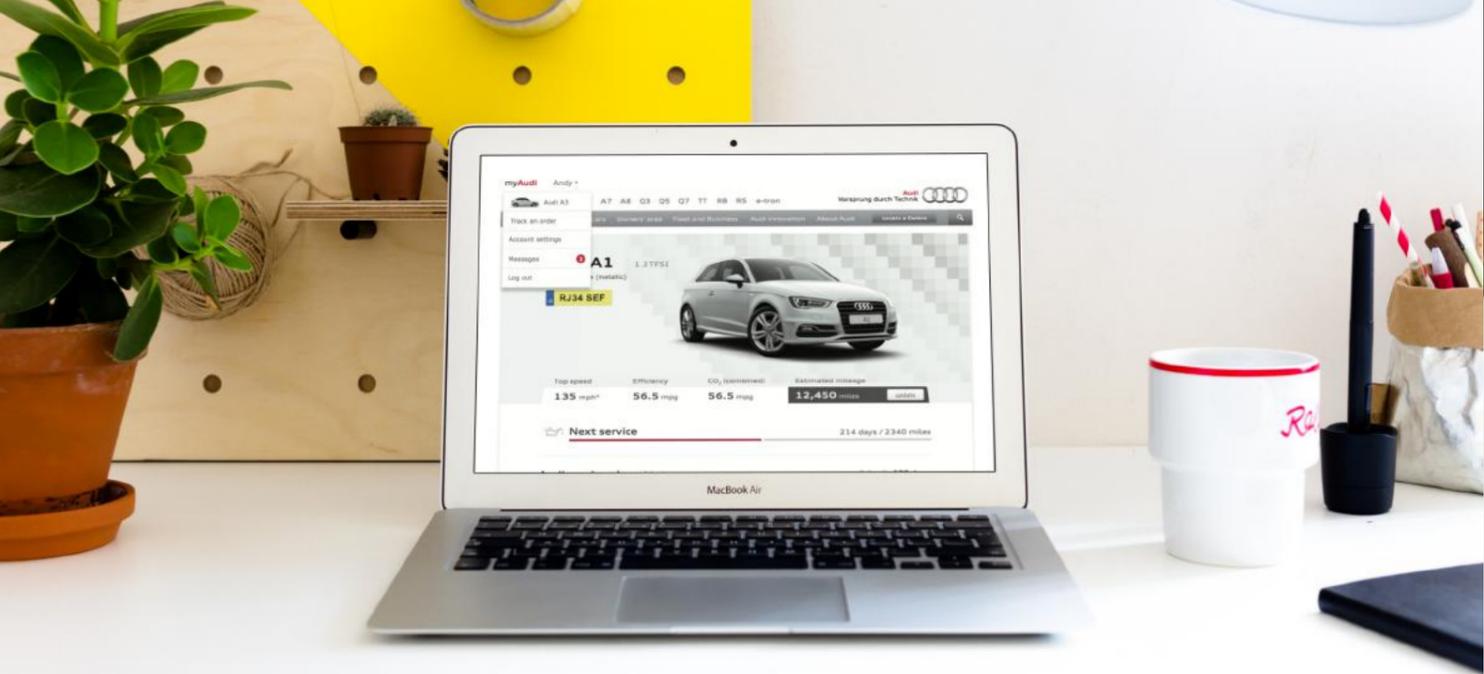
Audi's digital transformation was a resounding success, with the contract extended and additional funding for further development of ideas. Internal feedback from different departments was encouraging, and user interviews, analytics and dealer feedback were all positive to the projects overall impact.

too long didn't read :!

Strategising the complete digital transformation of a global car brand bringing them into the now. Changing the way consumers purchase,

manage and sell their vehicles in the digital era, with solid user research, interviews and data analysis. Removing jargon and speaking to consumers on their level resulting in increased brand satisfaction.





EXPERIAN (GOV.UK)

UX LEAD

background

GOV.UK Verify was a new initiative by the British Government to offer all UK citizens a verified online digital identity that would allow users to access Government only services.

Unlike other projects in the past where a single company would design and build of the system, the decision was that multiple companies would be selected to offer such a service allowing the consumer choice.

Experian set up a team entitled IDaaS (Identity as a service) and work got underway to understand the technical complications of connecting to multiple government services as well as populous knowledge. At that point, I came in to design and implement the user experience.

results

Government Design Services (GDS)

While for the government, all work must pass criteria set out in their guidelines. This includes making accessibility an essential function and not an afterthought. At set intervals, the requirement is to complete and pass UX gates to stay on the project, or risk termination of the service until we passed additional gates.

User Testing

To comply with the guidelines, I set up and conducted user testing for both types of users (those who needed accessibility aids and those who did not) Testing consisted of both open and closed scenario tasks. The findings were then put into a presentation and presented to GDS, so they had a record of all testing undertaken.

Bad actors

Bad actors are users who try to manipulate the system for fraudulent purposes. So, as well as focusing on the happy paths through the system, we had to outsmart fraudsters continually. It was also imperative that these measures never impeded the experience for regular users.

It required working closely with the GDS team in London and working to pass stringent guidelines and UX gates as part of the approval process before anything was allowed to go live. Failure to comply would have resulted in our service getting terminated until we passed further UX gates.

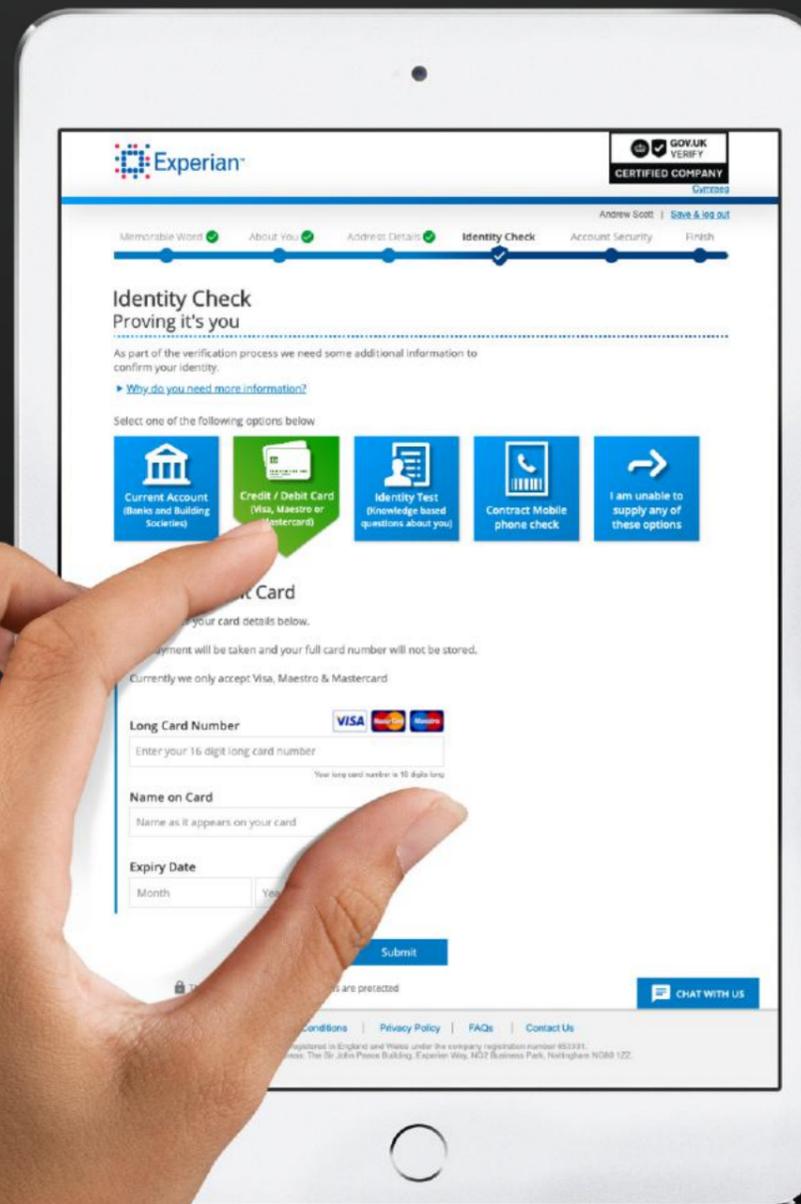
Success

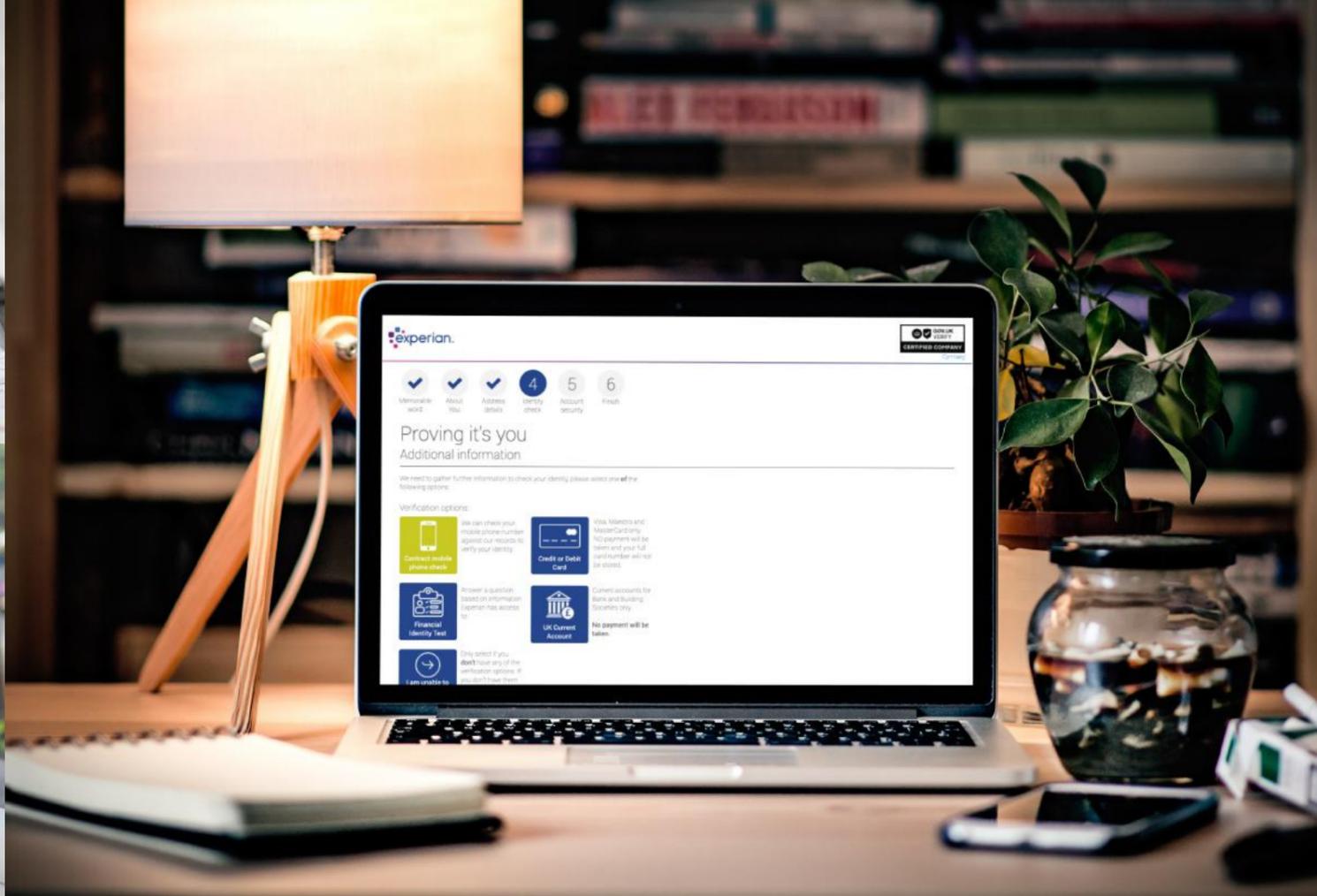
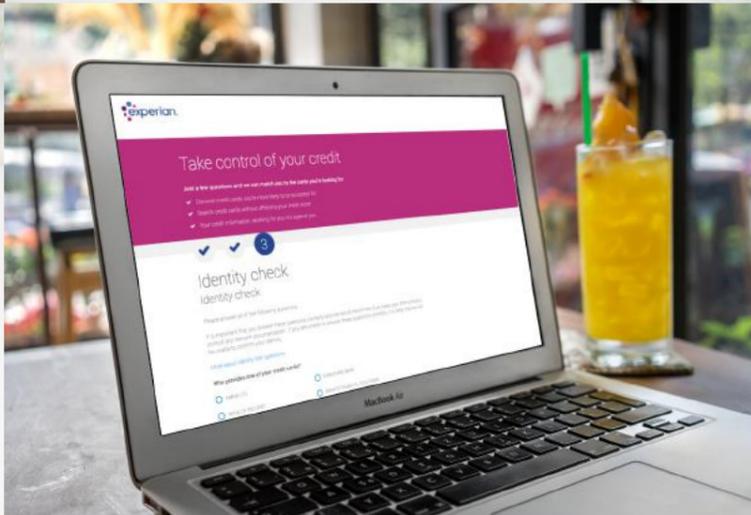
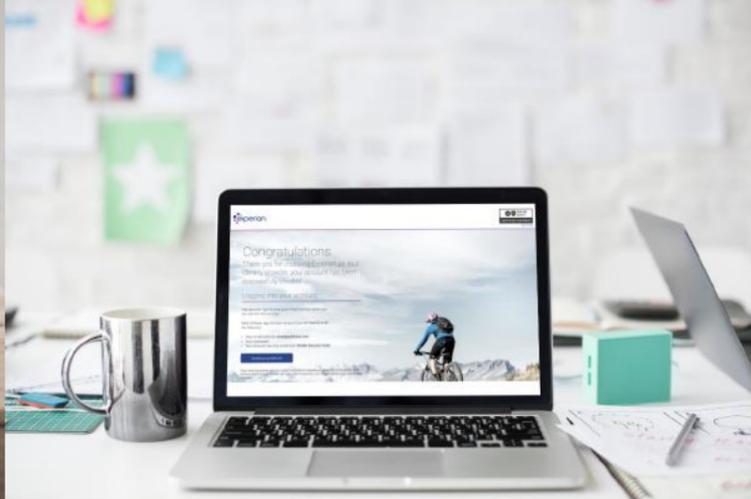
Experian was consistently the highest performer out of the various competitors in the field, both for landing page conversion and for completion rates.

It was never requested for us to shut down our service and passed all documentation, user testing and UX gates.

too long didn't read :!

End to end process of the government's digital ID application, adhering to stringent design service regulations, fraud, security and accessibility requirements. Increasing conversion through in house user testing, funnel, rage and heat mapping, user interviews and data analysis.





BARCLAYS BANK

UX LEAD (MANAGEMENT)

background

Barclay's entry into the digital marketplace had been a resounding success, dethroning First Direct as the market leader in digital banking. They had done this using an agency renowned for digital innovation.

This partnership wasn't without its problems. Barclays had decided to bring all of their digital design and development in-house to Knutsford to reduce costs and bridge the gap between design and development.

Knutsford didn't have a design department, and I was brought on board to help create and build the team before permanent staff arrived.

results

Knowledge

Understand why. Gaining knowledge first hand from the design team was essential to understand why decisions were made and at what point. Sometimes design decisions are caused due to outside factors and not through poor design choices.

Agile

The development team were moving over to an agile methodology, and I worked closely with them to integrate the design team into sprints and the best way we could accommodate each other to get the best possible results from each department.

There needed to be no downtime in pushing out new designs to the development team as competitors were knocking at the door to take their customers, as well as looming, huge innovations from Apple and Android.

Working with both the agency and the design department in Barclays, Canary Wharf, I set about a knowledge transfer and bringing the tools and resources up from London.

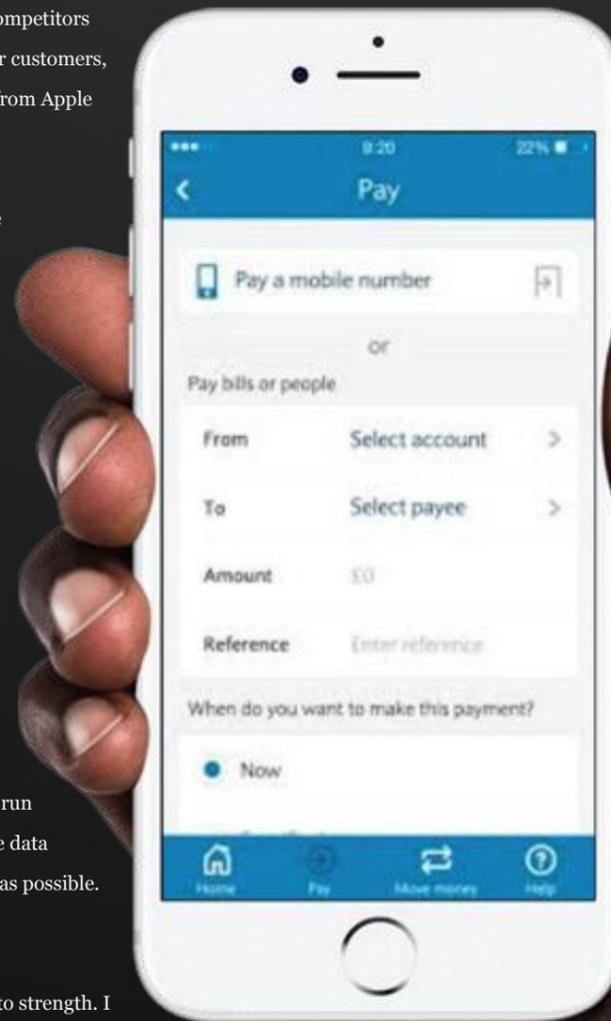
User testing

Thankfully Barclays were keen to go through user testing, and this required me to help design, build and run fully working prototypes with multiple data sets to make them as close to real-life as possible.

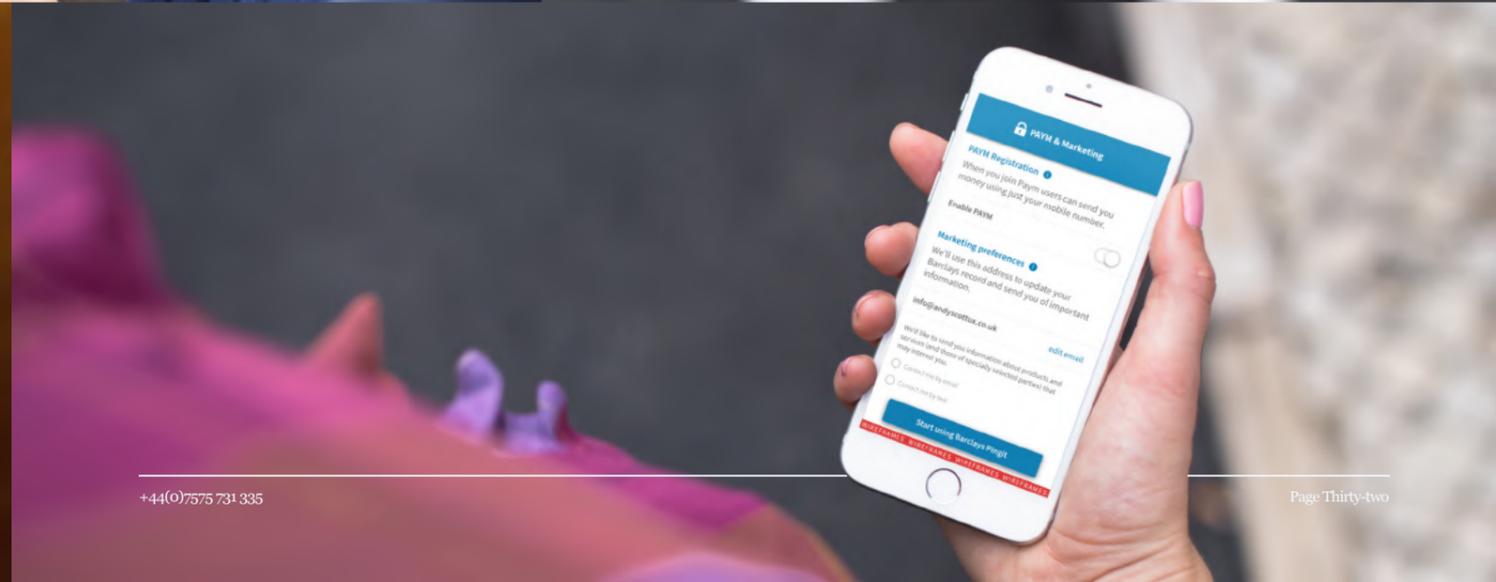
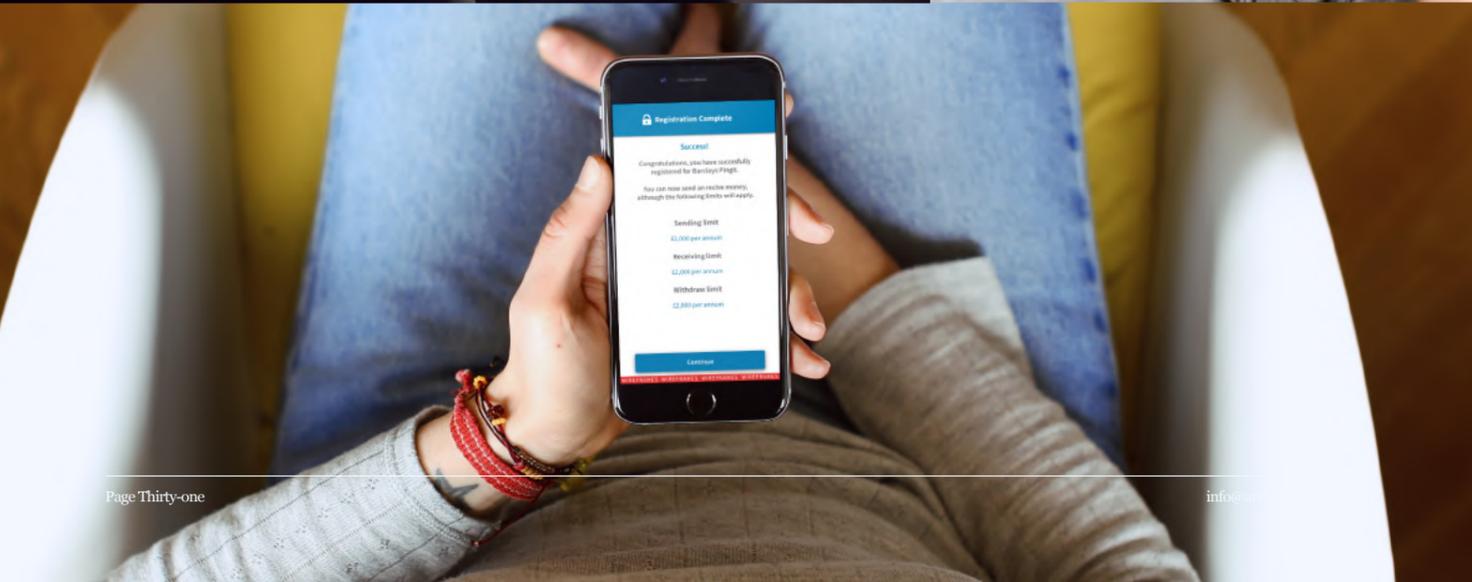
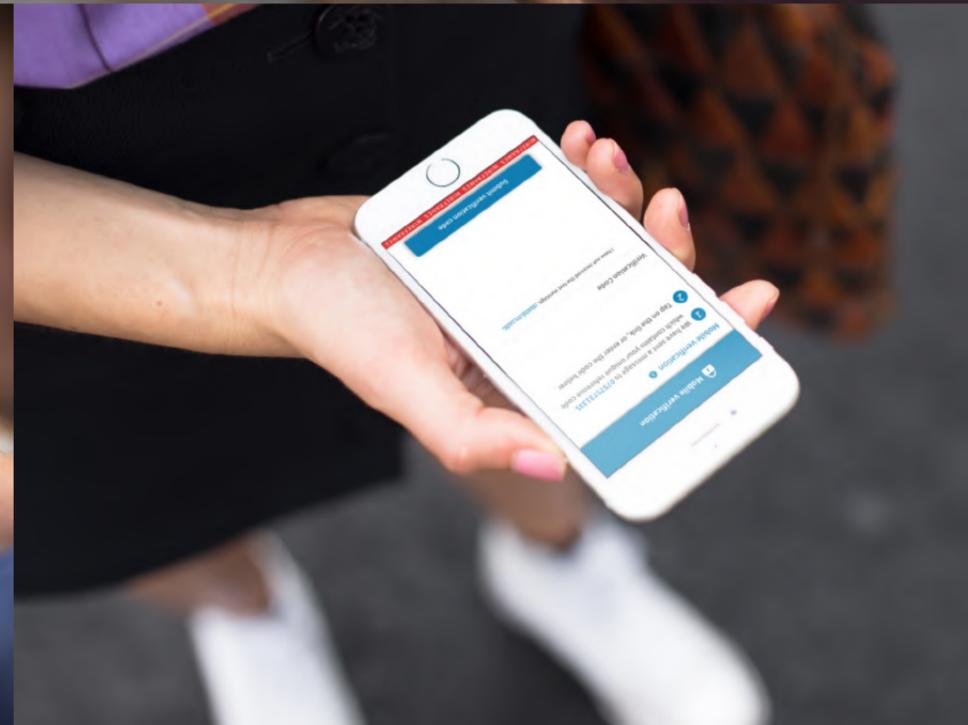
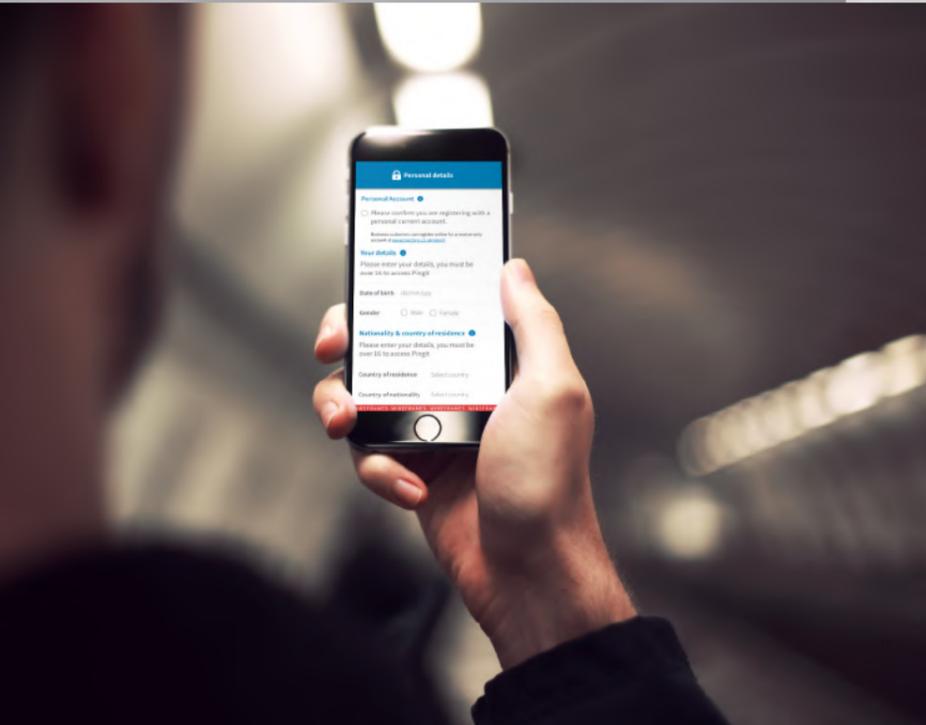
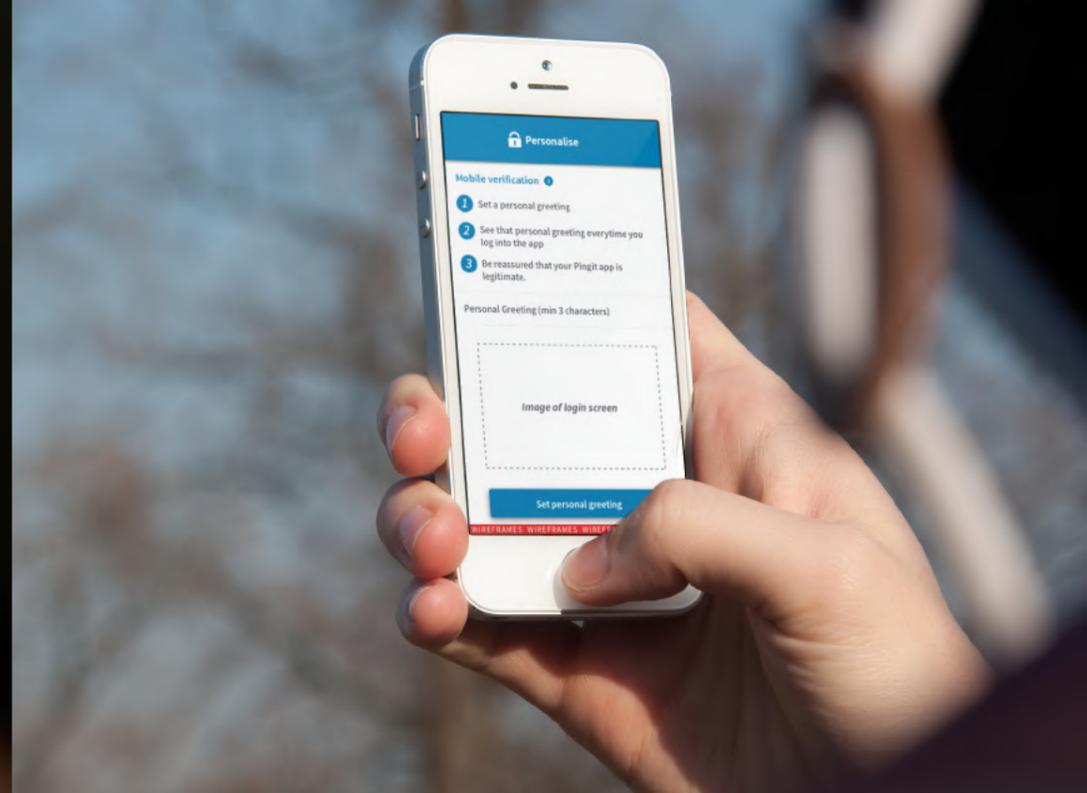
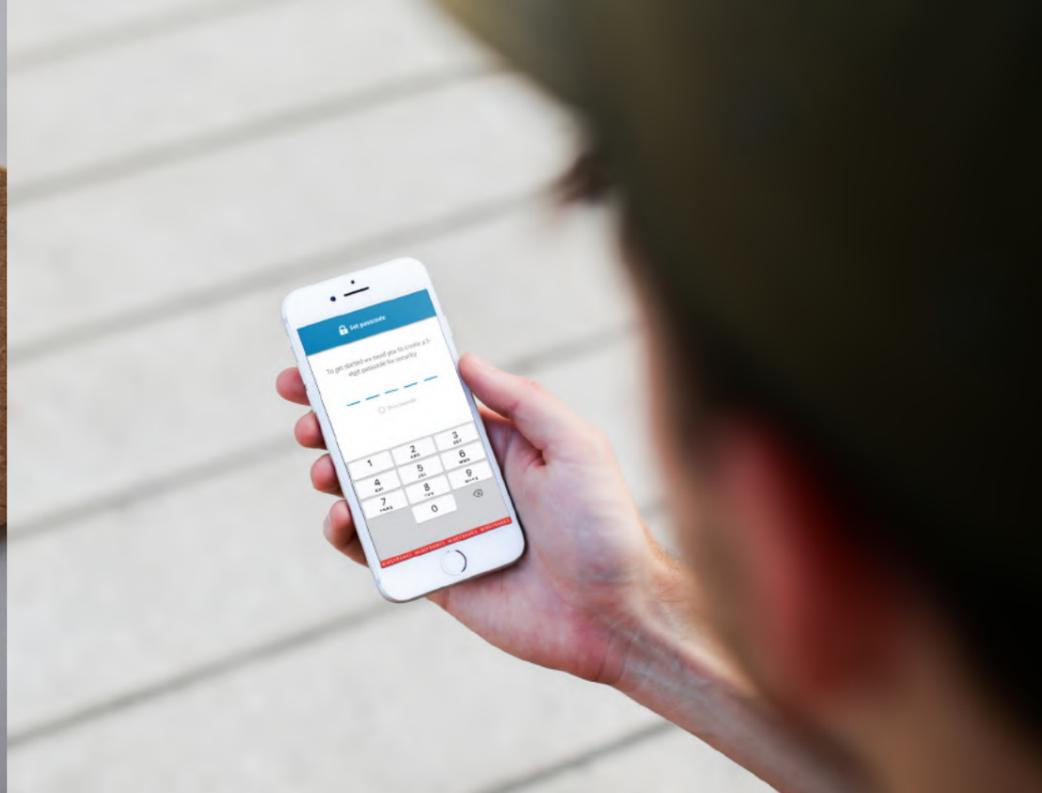
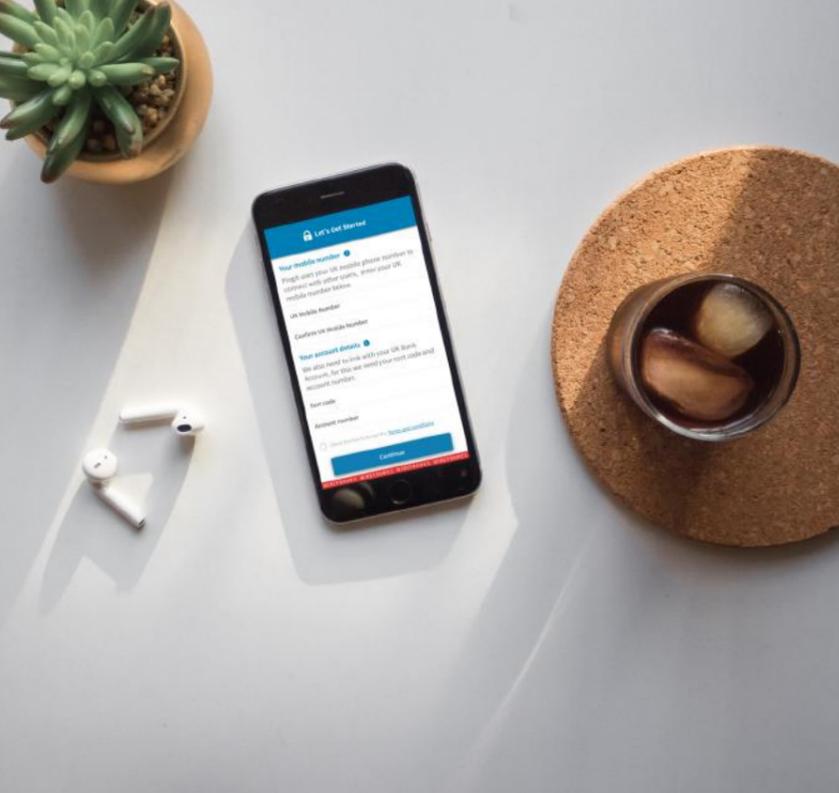
Success

The Barclay apps went from strength to strength. I worked to reduce onboarding, which, through app store analysis, showed there was a problem that needed fixing. The process reduced the screens by over 60%, resulting in a higher conversion rate.

too long didn't read :|



Transfer of all design knowledge from third party agency, the creation of a design team, implementing design into the existing agile development way of working. The implementation of key features within Pingit, including an overhauled sign up process and integration of lottery tickets, all backed up by in-lab user testing and data analysis.



VODAFONE TV

LEAD UX RESEARCHER

background

Vodafone had already entered the TV space in several other countries and was looking to make a big splash in the UK's already saturated market.

It required a co-ordinated testing plan, testing a 'new to market' digital product in the UK, as well as hardware testing of the remote control coupled with existing product testing in Spain.

The media marketplace is a strange one, with rules around digital rights management on streaming, catchup and downloadable content. Add to this, broadcasters who demand you must use their player when displaying their content and this creates, let's say challenges.

results

España

Spain was uniquely challenging; the goal was split between understanding the user behaviour and the environment around-consuming TV; was this a family or a 'by yourself' activity? Secondly, how did users find the new interface compared to the existing TiVo offering?

Language

As well as increasing the capacity of the teams, it was important to establish relationships between the departments. Enabling a more fluid way of working that resulted in a more efficient sign off process. By creating working relationships it was much easier to reduce the design debt across the department.

Hardware

Back in the UK, the team wanted to test the hardware and the configuration of the buttons, along with the look and feel of the remote. I conducted several tests both blind and non-blind along with manufacturer tests on the look and feel of the hardware.

On top of this, each marketplace had unique geographical, psychographic behaviours, wants and needs. The way different countries watch TV is hugely varied, and this had to be taken into account when creating a testing plan.

Vodafone was choosing to enter the market very late in the day, one that already had set precedents in terms of media access, so they had to get it right from day one or face disappearing into the abyss.

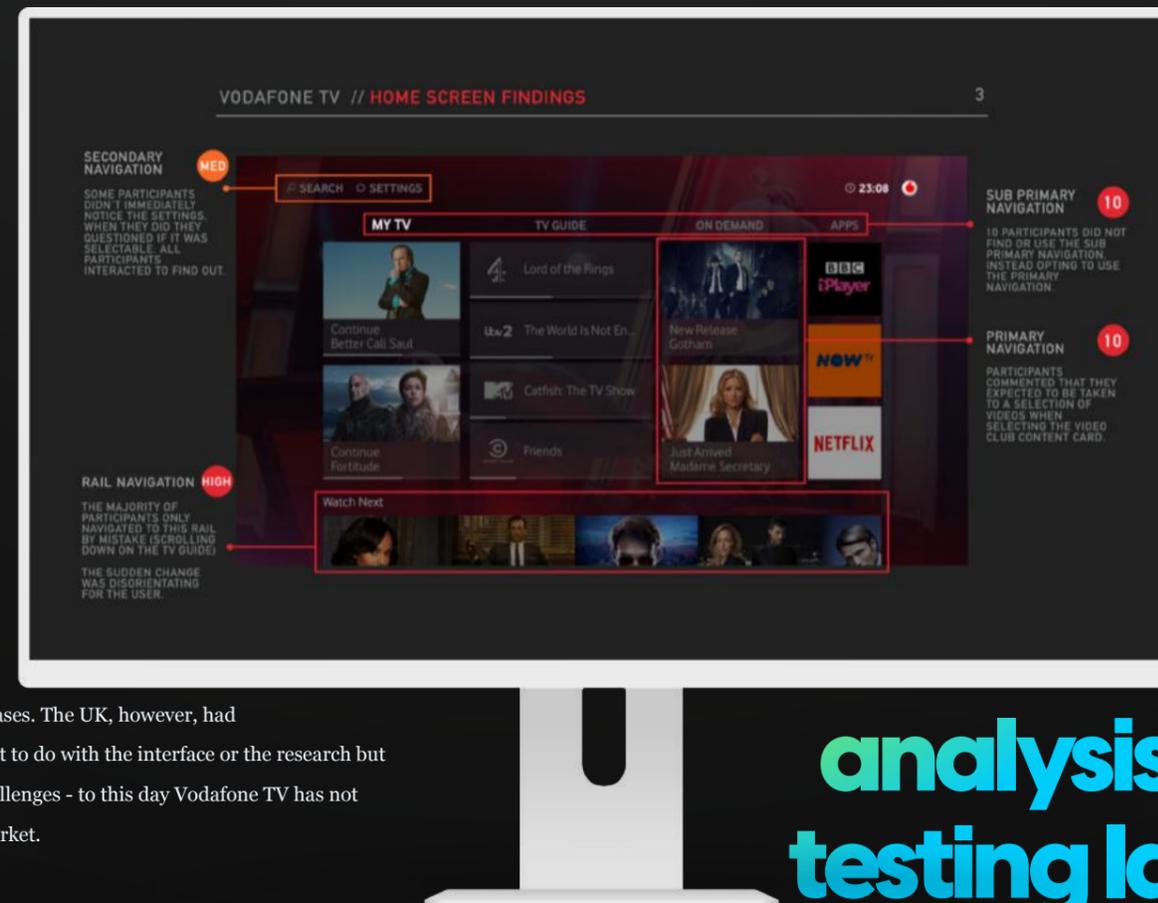
Success

Whilst there was a genuine success in Spain, the results gathered allowed the team to continue with development and move forward with their release schedule, the findings on behaviour also fed into the future plans for digital content releases. The UK, however, had numerous setbacks, not to do with the interface or the research but with different legal challenges - to this day Vodafone TV has not launched in the UK market.

too long didn't read :!

Implementation of a testing strategy to understand and feedback on the behaviour of users in Spain and the United Kingdom. Digest, analyse and present back findings. Hardware testing of the remote control

feeding back findings back to the supplier for product improvement. Competitor and market analysis. Internal testing lab plans.



SONY PLAYSTATION

SENIOR UX DESIGNER

background

Sony PlayStation 4 was due to launch in Q4, and one of the launch titles was a new genre of driving simulator called Drive Club, which took the generic racing style of gameplay and added in a participatory club style of play.

The premise was that you were part of a driving club which competed against other teams from around the world. Drive Club wanted this to be as immersive as possible so proposed the idea of a second-screen solution – where you could track progress, watch live gameplay in action and mingle with their club members.

Evolution studios needed an experienced UX designer to help create their vision for mobile and tablet.

results

Cross-platform

At the time, Android only had a 25% market share in the UK, but Sony wanted to push its Xperia brand, so it required that the App work across both devices. It created challenges in the way the App worked, as at the time, the way each operating system worked was inherently different.

Brand

We had to adhere to strict brand guidelines that were changing all the time and while I didn't work exclusively on the UI, (I ran the IA, UX, UR side of the project) it was my job to sign off the design internally before they went to Evolution.

Project Management

I was responsible for managing both the design and development teams, ensuring we hit all deadlines on time and within our

The list of requirements was extensive, as a launch title, (and the first to offer such immersive gameplay right from your mobile device) things had to work from the very start.

The transition needed to be faultless and continue immediately from where you left off and look and feel just like the console, along with work across both iOS and Android.

monthly retainer. It also required regular meetings with the teams at Evolution studios.

Success

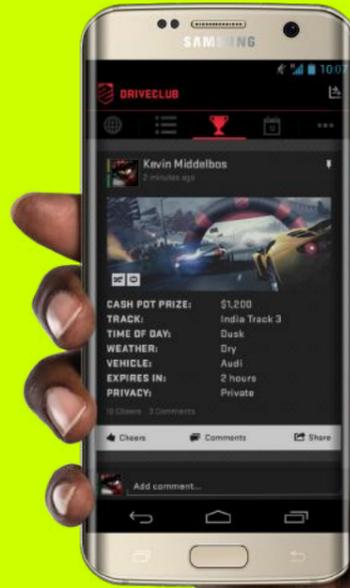
Overall the project was a success. We successfully created a product that worked, and in pre-launch, it received rave reviews.

Unfortunately, the technology that connected both the App with the console and vice versa was not so hot and repeatedly crashed on launch. The game had some success before fizzling out, and Evolution Studios broke up into separate companies.

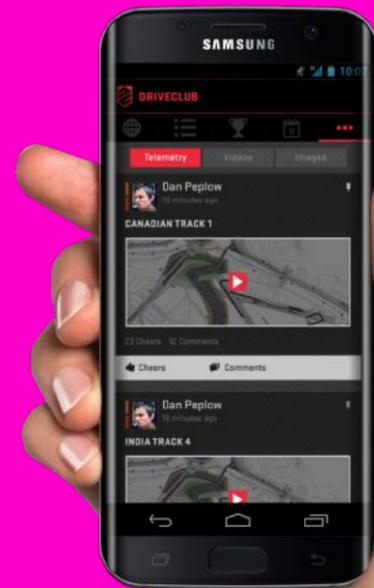
too long didn't read :|



A cross-platform, multi-device second screen experience for Drive Club a launch title for the Playstation 4, working closely with the development house to include some of the latest technologies such as live gameplay and driving club management. Project management of both designer and developers of the app.



POS.	PLAYER	RESULT	220km/h	5th gear	0-20-force	2/5Lap	1st
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HOLIDAY GEMS

CONVERSION RATE OPTIMISATION

background

Holiday Gems are a medium-sized low-cost holiday company based in the North West of the UK. The travel industry is one of the most competitive and cutthroat industries to work in.

Holiday Gems were working with an SEO company who were driving huge amounts of traffic to the site but the site wasn't converting as well as it should be. I was brought in by the agency to work directly with Holiday Gems to come up with a plan of action

results

Heuristic analysis

The first stage was to conduct a heuristic analysis of the existing product and this was done by going through the site and rating it based on a set of predetermined criteria.

User testing

User testing was split into 3 phases. Phase one was a 1-2-1 interview asking users about their browsing habits, understanding of the competitions and general fears and worries when browsing for new holidays. The second phase looked at use throughout the site and this was broken down into closed and open scenario tasks. The third phase was an exit interview as well as an SUS questionnaire to create a baseline for further testing.

Eye tracking

When user testing was conducted I utilised a relatively new technology - eye-tracking. This allowed me to track users eye movement around the screen whilst they were going through testing which helped me to understand where they were looking on the screen and how long they were focusing without the need for

to decipher where the holes were within their current offering.

They required an understanding of their current offering through analysis, a look at how they ranked when compared to their competitors and what changes they needed to make to improve their conversion rate.

them to continually speak through their actions.

Success

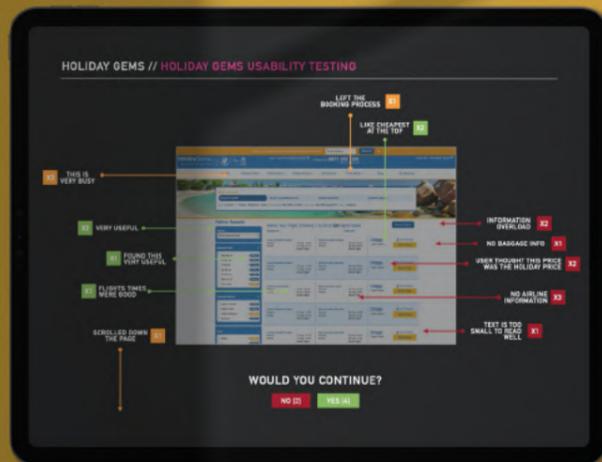
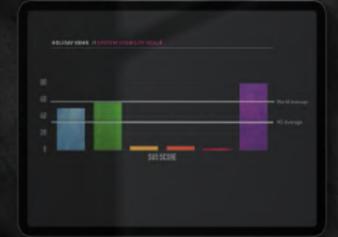
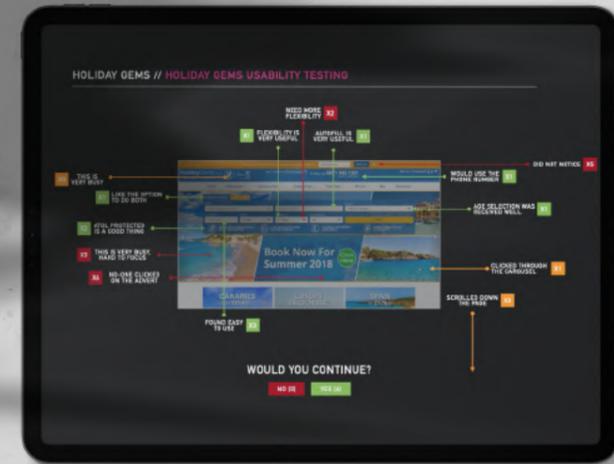
Following on from the user testing a report was written and presented back to the business stakeholders along with a list of recommendations based on MoSCoW, which breaks down the

tasks based on urgency and impact.

too long didn't read :!

Planning and implementation of an optimisation strategy through user testing, eye tracking, competitor analysis, user interviews, data analysis and heuristic evaluations to increase conversion and improve brand image. Feeding back findings to key stakeholders along with a list of recommendations





INDUSTRY

Banking

My experience in banking includes working for **Co-op Bank**, **Barclays Bank**, **Clydesdale**, **Yorkshire** and **ING Bank** across iOS, Android, Web and Facebook Apps.

Healthcare

Helping to get the message out **Bupa Global**, **Bupa UK**, **ihi Bupa Denmark**, **Bupa Cromwell**, **ORCHA**, **Wellington Hospital**, **Hale Dental**, **MyCity Health**, **Stop Smoking London** and **Digital Healthy Schools** across iOS, Android and Web.

Education

My educational experience spans from nursery through to further and higher education establishments such as **Bright Horizons**, **Burnley College**, **Coleg Cambria**, **Collab Group**, **Hugh Baird**, **Newcastle University**, **Newcastle College**, **One Education**, **Novus Cambria**, **The Manchester College**, **Southport College** and **Total People** across web.

Veterinary

Veterinary experience consists of working with **Agri Lloyd**, **Farm Sense** and **Vetplus** across web and social media marketing.

Equestrian

Working on **Carr & Day & Martin**, **Day, Son & Hewitt** and **Equine Accident** through websites and marketing collateral for a live show.

Energy

My Energy experience spans working for companies such as **ABB**, **Alstom Gas**, **Grundfos** and **Certas** across the web, iOS and Android.

Automotive

I have worked for **Audi**, **The Race Group**, **& JT Hughes**, **Dronsfield Mercedes Specialists** and **Blue Diamond Restorations** across web and email communications.

Local Authority

I have worked for several local authorities, these include **MyCity Health**, **MyCity Salford**, **Bridge**, **Stop Smoking London** across **Greater Manchester**, **Salford**, **Shoreditch** and **Lambeth Council**.

Government

Across two departments within the Government, **GOV.UK Verify** and **DEFRA** across the iOS, Android and Web.

Telecommunications

Working for **Vodafone Group** and **British Fibre Networks** across TV Apps conducting user research, and web

Insurance

Working across insurance for **Carole Nash**, **Bespoke Claims**, **Equine Accident**, **Paycare**, **Lifestyle Services Group**, **Twoi Prawnicy** and **ihi Bupa Denmark** across web.

Booking

Experience in booking applications working with **Afternoon Tea** and **Dine Time** across web.

Finance

Finance experience includes **Money Bright**, **Wonga** and **Zuto** across web.

Legal

Working with companies such as **Ideal Corporate Solutions**, **Ideal Debt Solutions**, **Twoi Prawnicy** and **Injury Lawyers 4 U** across web.

Travel

Extensive experience in travel including **Manchester Airport Group**, **Stansted Airport**, **Jetparks**, **Northern Rail**, **Travel Bag**, **Icelolly.com** and **Holiday Gems** across iOS, Android, Blackberry and web.

Content Management

Multiple experience in developing content management systems for many of the websites listed here along with a full e-commerce management solution for **Miribase**.

Sports

Designing websites and iOS, Android apps for **Manchester City FC**, **Sale Sharks**, **AFC Fylde** and **Michael Owen**.

Gaming

Providing services for **Playstation4 (Drive Club)** across iOS and Android.

Printing

Providing solutions for printing services for **Print Group**, **Oh Popsi** and **Flicpost**.

Charity

Multiple apps for **Parkinson's Society** and **RADAR** across iOS, Android and Blackberry.

Startups

Helping startups get a foot on the ladder such as **Swipe Flicpost**, **Travel Timer** and **Gradbay** across web, iOS and Android.

Property Management

Experience includes working with **PRT Property** and **Piccadilly Place** across web and database creation.

Recruitment

Working with **GradBay**, **Total People** and **Trainer Bay** across web.

Commerce

Providing services for **Situ Live**, **New Balance**, **Co-op Group**, **Illy**, **KitchenKraft** and **Involve (Martin Dawes)** across web, iOS and Android.

E-commerce

Helping improve sales for **Argos**, **Situ Live**, **Lillymans**, **Travel bag**, **Holiday Gems**, **Moretons** and **Cushion Couture** across web.

Sales

Showcasing products and services, **Cleaned & Steamed**, **Cascade Hot Tubs**, **WeBuyAnyCar**, and **Stockport Marble & Granite** across web.

Tools & equipment

Helping users to find tools and equipment for **Speedy Hire** for iOS and Android.

Precious metals

Helping **Mastermelts** buy and sell using real-time stock-market pricing for iOS and Android.

Subscriptions

Providing services for **Tastecard**, **Swipe** and **Rumbunctious** across web, iOS and Android.

Parts & Servicing

Experience through **Dronsfield Mercedes Specialists** and **EuroCarParts** across web.

Military

Helping the **US Military (JIEDDO)** to identify IED's in war zones across web, iOS and Android.

Hospitality

Getting customers to the right places with **Thwaites**, **Find my Pub** and **Crispins** across web, iOS and Android.

B2B

Providing a Business to Business voice for **Faith Technology**, **British Fibre Networks**, **Total People**, **Gradbay**, **Aura Technical Services** and **Miribase** across web.

Consumer credit

Experience includes working with **Experian** across web, iOS and Android.

Teaching

Enabling teaching and learning for **iLearn Geography**, **Goldstar Savings Bank** and **Pindex** across web, iOS and Android.

TV & Film

I have worked in media for **Paramount Pictures** and **Citizen Khan** across web, iOS and Android.

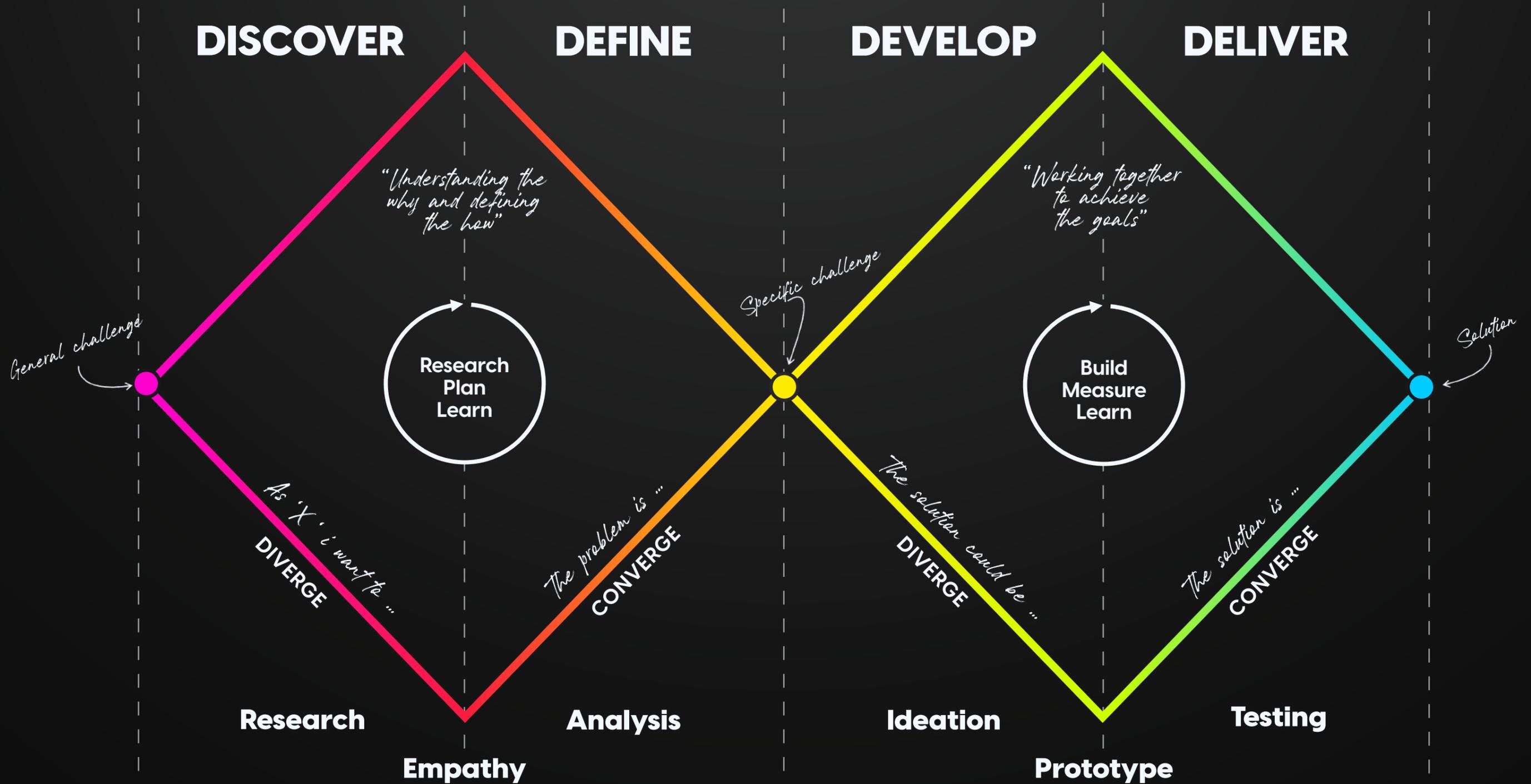
Agency

I have worked for and provided support for the following agencies **Salmon**, **Tecmark**, **TMI Group**, **Miribase**, **thisisLDA**, **Hidden Creative**, **Positive Advertising**, **Just Search**, **Creative Spark**, **Micheal Brennan Associates**, **WR Wilmers Respondek**, **Huddle Media**, **Toptal** and **Catalyst**.

PROCESS

DO THE RIGHT THING

DOING THINGS RIGHT



THANKS!

AND I MEAN THAT SINCERELY - GOING THROUGH PORTFOLIOS CAN BE HARD WORK, YOU DESERVE A BREAK, GRAB YOUR AWESOME SELF A DRINK, PUT ON SOME TUNES AND RELAX. YOU EARN THIS.

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