

ANDY SCOTT

— UR · UX · UI · CO —

— BA HONS 1ST CLASS · DESIGN FUTURES —

education

I am a seasoned UX'er, having worked within the creative industry for over a decade. I have been fortunate to have worked for some great companies around the world. Design isn't just a job for me; it's something that interests me deeply. I get my kicks from making the impossible possible, the lightbulb moments and watching users reacting to great experiences.

introduction

Consultant UX Lead 
November 2019 - April 2020

Situ Live is a start-up tasked with disrupting the retail market both online and offline. My role included integrating working design processes within the business.

Research, UX & UI of a product administration system capable of handling multiple product variables which feeds into the front-facing commerce system. Research, UX & UI of the marketing facing websites aimed at high-end brands. Research UX & UI of the commerce offering moving from a traditional e-commerce platform to a new platformed direction aimed at disrupting the current commerce marketplace.

Experience Director 
June 2017 - Jan 2019

Responsible for all things research, experience and optimisation, primarily dealing with the health and education sectors - writing responses to tenders to build a more extensive client base.

Defining requirements, creating experiences, and optimising existing or newly launched products and services across the web, working on several essential public health initiatives, such as MyCityHealth, Stop Smoking Manchester and Stop Smoking London.

Defining digital strategies across education and health care, through funnel analysis, A/B testing and form analysis resulting in a higher ROI

Senior User Researcher 
Jun 2016 & Oct 2016


Planning and implementation of a research and testing strategy over six months, to validate existing designs and hypothesis. Understanding of the market place, both in the UK and Spain and share findings to key stakeholders.

Planning, implementation of user testing the UI within the UK and Spain, as well as further hardware testing (remote control) within the UK.

Conducted interviews to understand the different use cases, behaviours and viewing style between countries to ascertain if the same UI was a viable solution.

Competitor analysis of existing products and services within the market place, to understand the wants and needs of the consumer.

experience

 **Consultant UX Lead**

May 2019 - Oct 2019

My primary responsibility at ING was the leadership of a large group of designers, through design thinking techniques, facilitating both group and 1-on-1 workshops, enabling innovation across the business.

The results of this were a significantly reduced design debt across the Philippines as well as a smaller Chinese team, increased productivity and cross-department working relationships.

Working within a new market required me to research and understand the different cultures and usage behaviour, compared, to that of western users, this was especially prevalent when designing for the Chinese market.

 **Consultant UX Lead**

Sep 2015 - Jun 2016 & Oct 2016 - Feb 2017

Planning, testing and implementation of the onboarding process for GOV.UK Verify, including passing through stringent GDS (Government Design Service) UX Gates.

Results; increased conversion, reduced drop out, decreased bounce rate on the landing page, were consistently a top performer out of 6 companies, passed every UX Gate.

Accessibility was a must, and both the App and Web had to adhere to WCAG AA standards, the different funnels were also heavily tested during lab sessions.

Co-op Bank · Consultant UX Lead Apr 2015 & Sep 2015

Barclays Bank · Consultant UX Lead Sep 2014 - Mar 2015

Bupa · Consultant UX Lead August 2014 - September 2014

Audi Automotive · Consultant UX Lead Aug 2013 - Aug 2014

Tecmark · UX Designer Jun 2011 - Jun 2012

University of Salford · Demonstrator Jul 2010 - Jun 2011

Tangerine Holdings · Digital Creative Sep 2009 - Apr 2010

get in touch