

located: Earlsfield, London, SW18
website: userexperiencedesigner.co.uk
e-mail: anthony@userexperiencedesigner.co.uk

born: 28/07/67
nationality: British

Summary

Solid experience of full cycle user centred design projects, running focus groups and stakeholder workshops, production of research based personas and resulting user tasks and journeys, creation of complex site maps & wireframe documentation, design of clickable prototype web pages, implementation of lab based and on-site user testing, undertaking of call centre staff interviews for problem/opportunity intelligence gathering, undertaking of website usability and accessibility enhancements, creation of interaction and visual design work, production of accessibility checklists, definition of browser/page weight/plugin specs, implementation of terminology analysis for combined IA and SEO strategy planning.

Core skills & experience

- Information architecture design
 - Website usability
 - User centred design
 - Interaction design
 - Search engine optimisation
 - User testing
 - Visual design
 - Preferred software for UX documentation - Microsoft Visio
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Complimentary web skills

- Website accessibility
 - HTML, CSS, InDesign, Illustrator, Dreamweaver, Fireworks, Photoshop, Flash, Excel
 - Practical experience of Javascript, AJAX, ASP, ASP.NET, SQL Server, SQL, Access. Visual Studio.
 - Successful experience of website marketing (e.g. Google advertising)
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Recent projects (please see www.userexperiencedesigner.co.uk for more detail)

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

1) Barclaycard - online directory of Barclaycard merchants for card holders – UX design of an online directory of Barclaycard merchants to provide merchants with a potentially lucrative place to promote their product, services, and offers, to a receptive audience of Barclaycard holders who would in turn have access to a wide range of offers and discounts combined with other financial incentives. Delivered a User Experience Specification document including user journeys and corresponding clickable wireframes (prototype).

2) 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. The page was designed to provide an engaging interactive experience to encourage a high level of uptake by consumers. The page also needed to factor in strategic input from a 3rd party SEO company. Delivered a User Experience Specification document comprised of page level and demo focused wireframes.

3) Sony Ericsson - 2010 FIFA World Cup sponsorship site – This ground breaking site will sit within the framework of Sonyericsson.com. As a sponsor of the 2010 FIFA World Cup, Sony Ericsson are keen to provide world cup fans from around the world with a single source of World Cup related information, games, competitions, videos, applications etc (effectively bringing the World Cup to fans and allowing them to show support for their team no matter where they are in the world). Delivered a User Experience Specification document including personas, user journeys, wireframes.

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. This page template serves as the entry point to Sonyericsson.com's regional/country sites and therefore needed to be flexible enough to accommodate the varying volumes and types of content that each local market would require.

It was important that the new local home page design presented Sony Ericsson's core product and services offering in an engaging and easy to interpret manner at the same time as reflecting the innovative and fun loving themes within the Sony Ericsson brand. Delivered a User Experience Specification document including personas, user journeys, site maps, wireframes.

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. The site facilitates interaction between the 2 groups by encouraging users to propose ideas and requirements that developers can then translate into mobile apps. Ideas and apps can be commented on and rated by the online community, and successful apps will be made available for sale on the site. Delivered a User Experience Specification document including personas, user journeys, wireframes.

6) Barclays - "Saving in a recession" section for Barclays.co.uk - The creation of a new section within Barclays.co.uk which to allow Barclays to promote a range of "recession friendly" products and services to a highly wary consumer market place. The proposed solution included both industry expert and consumer testimonial videos and was designed in such way as to conform to Barclays' new page template layout. Delivered a User Experience Specification document including user journeys, site map, wireframes.

Information architect (Hyper Happen) – design of a new section of vinspired.com (Feb 08)

Production of wireframes to inform the design of a section of the vinspired.com website (which facilitates volunteering for 16-25 year olds in England).

Information architect (Duke interactive) – tender response for the redesign of the leading independent global audience and content network provider (Feb 08)

Production of wireframes for the site's high impact pages (home page, advertisers' starting page, and publishers' starting page).

User Experience Designer (Think Ltd) – (Aug 08 – Dec 08)

1) Bupa (redesign of Bupa.co.uk and Bupa.com) – conducted 3 sets of 2 workshops covering Bupas' UK Health Insurance, Care Services, and Health Information business divisions, to identify and explore business goals and objectives as well as core user needs. This process enabled me to produce and refine 3 x User Experience Specification documents which set out the site structures, page types, and page modules. These designs were then fully visualised and used to inform the creation of a new CMS driven solution for Bupas' UK web presence (eventually to be rolled out across Bupas' global network of websites).

2) Bupa (Health management web portal) - produced User Experience Specification document (including site map, wireframes, personas, user journeys) which formed the basis for the design and development of a website to allow Bupa customers to carry out online health assessments, find out about a new state of the art Bupa Health Centre, book and pay for full physical health assessments online, manage certain aspects of their health online, find out about and purchase 3rd party health programs. This site is featured in a national TV and print advertising campaign (bupa.co.uk/healthcheck).

Information Architect (Publicis) – (Jul-Aug 08)

1) LG Phones (Retail Portal) – produced User Experience Specification document (including Site map, Wireframes, Personas, User Journeys) which formed the basis for the design and development of a website to allow staff within retail outlets and call centres to learn about, answer questions on, sell, LG's rapidly expanding range of mobile phones. This work included the design of a 3D demo and also an online phone simulator (allowing users to learn how to use complex aspects of the phone).

2) LG Phones (Photo sharing site) – produced User Experience Specification document (including Site map, Wireframes, Personas, User Journeys) which formed the basis for the design and development of a community based website to allow LG to promote the photo taking and sharing capabilities of their phones. The essence of the site is that users upload media for display/comment/rating by the wider community, and each month the owners of the most popular images are rewarded.

3) Children's Workforce Development Council – produced User Experience Specification document (including Site map, Wireframes, Personas, User Journeys) which formed the basis for the re-design and development of a key section of the CWDC's website. This work was to enhance the promotion of the Early Years Professional Status (EYPS) program which focuses on improving the standard of teaching and care given to children under 5 in the UK.

User Experience Architect (Conchango) – (May-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) – large tender response for the NHS (April 08)

Involved in several aspects of a tender response document for a ground breaking multi-million pound NHS re-design project. My main focus was the production of a site map based on features and functionality identified following detailed persona analysis.

Information architect (Publicis) – site to enable the British Army to provide teaching resources to schools and colleges (Mar 08)

Design of a website providing password protected access to school curriculum based learning resources for teachers. The site will include a searchable database of both downloadable and interactive content. Delivered a User Experience Specification document including user requirements, site map, and wireframes.

Information architect (Publicis) – intranet for the British Army’s career advisors (Feb 08)

Creation of an intranet to help Army Career Advisors in their day to day dealings with schools and colleges. Based on Microsoft Office Sharepoint Server 2007 (MOSS) the site provides access to a range of resources that can be used in the production of presentations and other marketing activities. The intranet also provides community aspects such as forums and message boards to encourage the exchange of information between career advisors. Delivered a User Experience Specification document including user requirements, site map, and wireframes.

Information architect (Endemol) – UGC, community (web 2.0) website for the BBC (Sep 07 – Feb 08)

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 is also an emphasis on live video streaming, voting and rating.

Responsible for the creation of User Experience Specification documentation including user personas/ scenarios, site maps, and wireframes detailing features and functionality of the site, pages, & movie players. Set up, moderated, and managed on-site usability testing (including the production of a clickable prototype) through to implementation of resulting design updates. Supported the project production phase through to launch.

Information architect (Endemol) – scoping workshops for Stan James’ Sportsbook (Nov 07)

Part of a team of 5 sent to Stan James’ head office in Gibraltar to conduct a 2 day scoping exercise with the aim of agreeing a site re-design strategy. The workshops involved identifying the core user types and exploring features and functionality that would optimise the user experience for these users. Was responsible for the production of a document detailing high level site re-design recommendations.

Information architect (Publicis) – re-design online calculator tools for the FSA (Aug 07 – Sep 07)

Creation of wireframes for the re-design of online mortgage, budget and loan calculator tools for a Financial Services website. The main driver for the project was to re-design these tools so that they could be syndicated to other websites. A key objective was to ensure that the tools could render at a fixed dimension, separate from the design structure of their host site.

Information architect (Publicis) – design extranet for the British Army (Aug 07 – Sep 07)

Creation of wireframes and site map for the design of an extranet application for the British Army. The application involved the customised implementation of Microsoft Office Sharepoint Server (MOSS) 2007 to allow the Army and some of it’s key service providers to participate in an online document workflow.

Information architect (Publicis) – design campaign website for New Look Retailers Ltd (Aug 07 – Sep 07)

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.

User experience consultant (HTW) – re-design community site for Ford Motor Company Ltd (Jul 07)

Production of a user experience specification document which includes sitemap and wireframes for the re-design of a Ford interactive community website used as part of a specific sponsorship agreement. The site includes UGC content as well as videos, surveys, and competitions.

User experience consultant (HTW) – re-design European micro-site for Samsung (Jun 07 – Jul 07)

Re-design of European B2B website for Samsung Electronics Co Limited with a focus on enhanced usability. Created user journey flows, wireframes and site map, culminating in a single user experience specification document including accessibility and browser compatibility guidelines.

Information architect – re-design fund search & selection application for Fidelity (Jun 06 – Mar 07)

The redesign of Fidelity's investment fund search and selection application to provide enhanced usability and new search functionality (some of it AJAX based) for 3 main user types.

This project involved the implementation of user centred design methodologies such as creation of personas/user scenarios, conversion of user needs to user tasks and then on to application design, 2 rounds of lab based user testing, as well as many web based meetings and design analysis with personnel from Fidelity's US based design group - Fidelity eBusiness (FeB). Supported the project production phase through to launch.

Information architect - re-design 2 core sections of Fidelity's UK B2C website (Jun 06 – Mar 07)

The amalgamation of 2 sections of Fidelity's UK B2C website whilst at the same time selecting, refining, and then implementing newly designed CSS based content management system (CMS) templates.

This project ran in tandem with the redesign of Fidelity's fund research and selection application as described above and so also involved user centred design methodologies and working closely with Fidelity's US based design group - Fidelity eBusiness (FeB). Supported the project production phase through to launch.

Usability and accessibility consultant – implementation of key enhancements to Fidelity's UK B2C website (Dec 05 – Mar 06)

The implementation of usability and accessibility enhancements to Fidelity's 500+ page UK B2C website. Best practice usability and accessibility was applied on a site wide basis based on detailed findings presented within a specialist 3rd party report.

Website redesigner/IA - Share a Smile Specialist Dental Centre (2006)

Major redesign/re-architecting of a specialist dental centre website including full customer terminology analysis phase which allowed complex and confusing subject matter to be re-worked in such a way as to achieve maximum usability and search engine traffic. This project is proving to be a major success resulting in a 4 fold increase in new client enquiries for the practice.

Website redesigner/IA - RADA (Royal Academy of Dramatic Art) Enterprises Ltd (2005)

The movement of RADA Enterprise Ltd's web content from RADA's main website to a new site that would allow the commercial arm of this 100 year old organisation to achieve it's full potential. This was a full cycle design project with an emphasis on the creation of a robust information architecture and impactful visual design.

Education & training

Certified Internet Webmaster (CIW) Design & E-commerce Program (Dec 01-Jan 02)

CIW is one of the world's leading Web Design/E-commerce training programs

CompTIA's I-Net+ internet technology foundation course (Oct 01-Nov 01)

The Computing Technology Industry Association's wide ranging course giving a solid grounding in core internet technologies

BA Business Administration. University of Wales, Institute Cardiff (Sep 88 - Jun 92)

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
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Recommendations

Mark Bell, Head of IA, 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."

February 18, 2009

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."

February 18, 2009

Jordan Norris, Head of Digital, Connections Recruitment Ltd

"Anthony is a genuinely nice guy who is always happy to help. Ahrs 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."

September 12, 2008