

Anthony Davies – User Experience Designer / Information Architect

My Approach

After thorough analysis of business goals and user needs, I design solutions that ensure that the right content, features and functionality are presented in the right place, at the right time, in the right way, thereby providing engaging user experiences, effortless interaction, and ultimately business benefits.

My Methodology

- Research and discovery phase implementation
- Focus groups and stakeholder workshops
- Full cycle user centred design process (personas, user journeys, user needs/requirements)
- Site maps, wireframes, navigation, labelling
- UI & interaction design
- Regular design review meetings (face to face or teleconference) with business & development teams
- Usability best practice
- Lab based and onsite user testing (and resulting design refinement)

Additional skills & experience

- Visual design & style guide production
- Design of Rich Internet Applications, UGC community based sites, campaign sites/pages,
- Microsoft Visio, Adobe Fireworks, Axure, InDesign, Illustrator & Photoshop,
- Search engine optimisation
- Project experience of Adobe Flex 4.0, AJAX
- Production of clickable prototypes

Complimentary skills

- Appreciation of web based accessibility practice and principles
 - Working knowledge of HTML, CSS, Javascript, SQL server, MS Access, Adobe Flash, ASP.NET, MS Visual Studio, ASP, SQL
 - Successful experience of website marketing
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Recent projects

(see www.userexperiencedesigner.co.uk for more detail)

User Experience Designer – HSBC, 8 Canada Square, Canary Wharf, E14 5HQ

(July 2009 – July 2011)

Lead design resource on a multi-million pound re-design project to move a key global application (Global Banking & Markets) into an Adobe Flex (v4.0) based RIA.

Responsible for all design related tasks including:

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

3) Sony Ericsson - 2010 FIFA World Cup sponsorship site – this ground breaking site was to 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) 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 wireframes which also suggested a visual design direction.

Information architect - Hyper Happen, 2nd Floor 159-173 St John Street London EC1V 4QJ (Feb 08)

Design of a new section of vinspired.com. 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, 11 Wardour Mews, London, W1F 8AN (Feb 08)

Tender response for the redesign of the leading independent global audience and content network provider. Production of wireframes for the site's high impact pages (home page, advertisers' starting page, and publishers' starting page).

User Experience Designer - 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) – conducted discovery workshops with 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 Group UK, 82 Baker Street, London, W1U 6AE

(Jul 08 - 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, 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. My main focus was the production of a site map based on features and functionality identified following detailed persona analysis.

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

2) British Army - 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, 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.

Responsible for the creation of User Experience Specification documentation including personas, site map, 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 proto-type) through to implementation of resulting design updates. Supported the project production phase through to launch.

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. The workshops involved identifying the core user types and exploring features and functionality that would optimise the user experience for these users. Responsible for the production of a document detailing high level site re-design recommendations.

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

(Aug 07 – Sep 07)

1) Re-design online calculator tools for the FSA - 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.

2) Extranet for the British Army - 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 its key service providers to participate in an online document workflow.

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.

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

(Jul 07)

1) Re-design community site for Ford Motor Company Ltd - 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.

2) Re-design European micro-site for Samsung - 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 – Fidelity International, Kingswood Fields. Millfield Lane. Lower Kingswood, Tadworth, KT20 6RB

(Dec 05 – Mar 07)

1) Re-design fund search & selection application - 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.

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

3) Usability and accessibility enhancements to UK B2C website - 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 (Feb 2009)

"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."

Rob Hudson, Director of Operations, Think Ltd
(Feb 2009)

"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."

Jordan Norris, Head of Digital, Connections Recruitment Ltd
(Sep 2008)

"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."

Personal details

Based: Wimbledon, London, SW19

Nationality: British

Born: 28/07/67

w: userexperiencedesigner.co.uk

e: anthony@userexperiencedesigner.co.uk
