

Currently, at James and James Fulfilment, I am the UX and design lead, responsible for all the UI and UX of both their software solutions: a warehouse management app and a client facing app. I regularly create UX flows, wireframes, coded prototypes, run usability tests and conduct user research. I also reskinned their client facing app, built their marketing website and blog, and created a UX Style Guide documenting our design language and UX best practices.

In my role at NewOrbit I was a UX Lead, spanning multiple products for multiple clients (including **Experian, Royal Bank of Scotland, Serco and Adecco**). I would regularly produce wireframes, coded prototypes, UI component libraries, UX flows, and other standard deliverables.

I am a user centered design evangelist and believe that every time an assumption is made there is an opportunity for research and testing one's design (whilst never losing sight of deadlines and budgets). I have a passion for producing beautiful intuitive interfaces, striving to make products and features that are not only useful, but delightful to use; ensuring that the right content is in the right place at the right time for the user.

To stay current, I regularly attend 'meetups', at least one or two conferences a year (usually Smashing and Render), and I subscribe to a number of UX and front-end periodicals that also help to keep me up-to-date.

I have Technical Lead experience (JS, HTML5, CSS). I hold **PRINCE2 Practitioner** certification. I am confident with MS Project, Visio, Gantt charts, UML, and other standard tools. My team leading skills are also very well developed.

## UX experience

- The UX and design lead for mobile and desktop web apps
- Creating user flows, wireframes, prototypes, and visual designs that effectively meet product goals and user needs
- Using qualitative and quantitative insights (including usage statistics, support feedback, and interviews) to inform design decisions
- Conducting user research interviews and user testing sessions
- Ensuring designs deliver a consistent experience and visual language across all platforms
- Writing specs, requirements gathering, use case development and produced design guidelines
- Mentoring and coaching UX team members

## UX skill set

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| <ul style="list-style-type: none"><li>• Information architecture</li><li>• Content strategy</li><li>• UX flows / User journeys</li><li>• Wireframes</li><li>• Interaction design</li><li>• UI and visual design</li><li>• Heuristic Analysis</li><li>• Build UI component library</li><li>• Create design guidelines for UX, UI and CSS</li></ul> | <ul style="list-style-type: none"><li>• Mock-ups and coded prototyping</li><li>• Mobile UX</li><li>• User stories</li><li>• Google analytics</li><li>• A/B Testing</li><li>• Personae</li><li>• Usability testing</li><li>• Card sorting</li></ul> | <b>UX research and analysis techniques:</b> <ul style="list-style-type: none"><li>• User interviews covering such topics as usage, devices, tasks, time spent, frustrations, likes, ideas for improvements</li><li>• User task based analysis</li><li>• Quantitative analysis: Visitor stats and usage analysis</li><li>• Leveraging heat maps and visitor session recordings</li><li>• Existing and forecasted user trends (e.g. device usage)</li><li>• Competitor site/application analysis</li><li>• Interviews with business stakeholders to ensure that business goals and objectives are crystallised and prioritised</li><li>• Interviews with customer facing/focused departments such as call centres, support staff, and sales &amp; marketing</li><li>• Analysing metrics: click through rate, conversion, average transaction value, bounce rate, dropout rate</li></ul> |
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# Employment History and Experience

## UX & UI Design Lead November 2016 – Present | Northampton

**James and James Fulfilment** provide warehousing and eCommerce order fulfilment services that integrate with online webshops. Their clients include:

- **RS Components**
- Pottermore (the **Harry Potter** merchandise company)
- Anderson Entertainment (the company behind **Thunderbirds**)
- **Cards Against Humanity**
- **Carluccio's**

## Lead UX & UI Designer April 2015 – November 2016 | Oxford

**NewOrbit** are a software house that create enterprise web apps for mobile and desktop.

- I was the **UX and design lead** across multiple **mobile and desktop web apps** in an **agile** environment.
- I was the UX Lead on web apps and features rolled-out to:
  - **Experian**
  - **Royal Bank of Scotland**
  - **Serco**
  - **Adecco**
- I also produced marketing websites and material.

## UX Designer & UI Developer January 2013 – March 2015 | Oxford

**Passle** (a tech start-up) is a blogging platform for lawyers, accountants and academics.

- I was responsible for the front-end and UX design of the main solution (all UI and interactive elements), plug-ins (WordPress, JavaScript, and PHP) and browser extensions (Chrome and Firefox).
- UX and **responsive design** for mobile and tablet.

## Front-End Dev & Interaction Designer February 2011 – December 2012 | Reading

**Miad UK and The Learning Eye (brands of Strontium Plc)**

- **The UK's leading provider of e-learning to the NHS** and an NHS-dedicated training and consultancy company.
- I have delivered projects for (full project lifecycle):
  - **The NHS** – Mobile and tablet solutions for various trusts.
  - **Christian Aid**
  - **Westminster City Council**
  - **Schindler Lifts** – The world's largest manufacturer of escalators and the second largest manufacturer of elevators. Mobile, tablet and desktop solutions.
- A web app I created for Schindler **won Silver at the 2012 E-Learning Awards** for "Best use of mobile learning".
- Created mobile web apps (tablet and phone).
- Implemented multilingual support for over 20 languages and introduced sound and subtitles.

## Developer March 2010 – June 2010 (Contract) | Reading

**Steria / QCDA (part of the Department for Education)**

- I created an interactive support web app which was **implemented in colleges nationwide**.
- It was part of a very high-profile project, accompanied by a **national TV ad campaign** (starring Mercury Prize nominee: Kano).

## Multimedia Designer September 2006 – April 2009 | Oxford

**OAAmedia (part of Oxford Aviation Academy, the world's largest and premier flight school)**

- OAAmedia is the **world's leading provider** of interactive e-learning for flight training.
- I was the **Project Lead** on several interactive software products, including their **flagship product**. My direct reports ranged from 3 to 8, depending on the stage of the project.
- Implemented a solution to facilitate sales via online downloads and streaming, severely reducing manufacturing and distribution costs.

## Junior IT Project Manager May 2005 – April 2006 | Oxford

**Excel Support (provider of IT enabled services)**

- Preparing and supporting bids for the **Saudi Coastguard** and **Saudi Aramco** (Saudi's oil monopoly).
- Design and implementation of RF-ID projects in partnership with **Texas Instruments**.

## Additional Skills and Experience

- **PRINCE2** Practitioner.
- Member of British **Mensa** (percentile score: top 1%).
- As an active **Freemason**, I regularly take part in fundraising events.

## Education

### Software Engineering (BSc)

Cranfield University, The Royal College of Science (transferred to Oxford Brookes University for final year).

### Business and Finance (Advanced GNVQ)

The Cherwell School, Oxford.