

Work-related interests

Digital product design and development, business innovation and business model disruption, technology market analysis, social enterprise, organisational change

Profile

Deep competency in User Experience. Strategy-focused, passionate about creating excellent, thoughtful solutions. Lateral thinker with a keen eye for detail. Strong planner and process innovator. Creative, flexible, technically precise. Competent, self-motivated, leads projects from concept to realisation. Great stakeholder management and facilitation. Cares about the outcome.

Recent projects

October 2012 –

CAF for **Jaguar Land Rover**

December 2015 – March 2016

Veelrijdigheid car leasing pilot website

Iteratively creating and testing a new business proposition with JLR's innovation team

Worked closely with a Product Manager from JLR's iMobility team to test a new business proposition. Involved multiple fast-paced iterations to test the proposition. Led the development team in conjunction with the Business Analyst. Created the brand, laid out the proposition, wrote the content. I managed content translation as the pilot was for the Dutch market.

Fluxx for **Lloyds Bank Commercial**

July 2014 – October 2015

February 2015 –
October 2015

Commercial Onboarding Hub

Developing the groundwork for delivering a delightful onboarding experience

Fluxx worked with Lloyds Banking Group to redefine commercial client onboarding as part of a [wider strategic engagement](#).

Worked with a team to define user journeys and a prototype for colleagues and clients. Underpinned by the development of a data dictionary.

July 2014 –
September 2014

Onboarding Forms Wizard

Pushing the boundaries of interaction design within the often neglected medium of PDF

Designed a highly efficient data capture tool for back office staff. Brought this to life while working within the constraints of legacy systems. Created a best in class solution that, coupled with world-class development, rejuvenated a neglected part of the bank's process

Future Workshops

January 2014 – January 2015

October 2014 –
January 2015

Float financial planning app

iPad app making financial decision making simple

LifeScale asked Future Workshops to take an existing design and rethink it from the ground up. Created fundamental concepts and application structure, interaction language and low-fi prototype. Came up with the name 'Float'. Designed research to understand target audience. Organised and ran concept testing in Boston, Massachusetts.

January 2014 –
July 2014

Consultancy

Strengthening UX and Design at Future Workshops

Helping develop the agency's UX and Design department. This involves: mentoring to support a growing UX team; advising on Design recruitment; supporting UX integration within Agile project delivery; supporting the management team in selling UX work more effectively

TalisLife health and wellness startup

May 2014, January 2015

Mobile application definition and prototype

Creating the first steps of an integrated healthcare solution

Working with Swiss-based startup to define the core user experience and business logic for an integrated health and wellness platform. Defined a mobile app prototype. This is part of an ongoing engagement

Guardian Soulmates

October 2012 – April 2014

January 2014 –
April 2014

Payment redesign

Overhauling the subscription user experience

A new payment merchant was selected to process Soulmates' subscriptions. This needed a new user experience since the new vendor provided much greater flexibility than was possible before.

Coupled with this was the development of a new brand for Soulmates. The new design was created in the new brand style, with a strong emphasis on usability, simplicity and visual clarity.

June 2013 –
April 2014

Responsive site optimisation

There was a decision to optimise the Soulmates desktop experience for mobile devices. It wasn't a ground-up redesign, more an optimisation of the current experience. I provided support for this initiative. [Case study: Guardian Soulmates redesign](#)

July – 2012
October 2012

Light registration

Optimising online dating registration conversion

I identified an opportunity to improve the registration process on Soulmates, the Guardian's online dating website. I streamlined the process, providing capability for site visitors to register from multiple points within the site.

Outcome: Client very happy with work. Resulted in a significant uptick in member numbers and an improvement to member conversion. Interface and interaction design, prototyping, client liaison, delivering into an agile development team

February –
May 2013

Keytree

BP Mobile: Work Order Execution, Castrol Portal

Provided application flows and prototype for on-site engineers and inspectors. This enabled assignment of jobs including safety documentation, ordering of parts and the ability to report on job progress. Used for BP's refineries

March –
June 2012

Blue Hive

Ford site redesign
Documenting Ford's redesigned website

Worked on Ford's Europe-wide website redesign. Devised and oversaw production of high quality documentation. Aided development of project processes to maximise effectiveness of team contributions. Interfaced with the client and their tech team to support their understanding of the user experience being created by the team.

November 2011 – February 2012	Asda Groceries site redesign Rethinking Asda's online grocery shopping experience	Main focus was on interaction design – redesigned the slots booking page, product detail page, created and tested detailed prototypes. Brought a potential technology partner to the attention of the account management team. Outcome Client very happy with work. Interface and interaction design, prototyping, client liaison
March 2011 – February 2012	What's Next... in Experience Design LBI's first one-day UX event featuring speakers from a range of specialisms	An ambitious event with 15 guest speakers across five themes. Event organisation, speaker selection, website production. Key contributor to the themes and structure of the event. There was a great deal of interest and UX professionals eagerly anticipated this event. Outcome First allocation of 100 tickets sold out in two days. Well attended with diverse presentations and a thoughtful panel discussion to close
November 2010 – September 2011	Lloyds TSB lloydstsb.com redesign Changing the way Lloyds speaks to its customers online Awards and recognition: Nominated for a Dadi Award, Financial Services Website or Campaign	Rethinking the way Lloyds TSB speaks to its customers online. Replaced the previous project lead who had to leave due to illness. Instigated Concepting workshops to demonstrate how our Experience Principles could be implemented. Introduced the use of Page Description Diagrams to the team and to the client. These were invaluable in helping stakeholders identify and prioritise elements for each template. Designed and facilitated an integrated approach with Content Strategy at the very heart. Worked closely with a Content Strategist to ensure we had the best approach. [Presentation] Project lead, client liaison, stakeholder management, content strategy planning, project planning, use of Page Description Diagrams, site architecture, usability testing. Outcome Great client engagement, good team dynamics, cross-discipline collaboration. Launched in 2013.
June 2010 – August 2010	Turkcell site redesign Turkey's number one mobile network operator	Client liaison, information architecture, Axure prototype, project lead. Creating an improved structure to help customers find what they are looking for. Successful redesign (copied by a San Francisco web agency). Outcome Turkcell's redesigned website wins two Altın Orumcek (Golden Spider) Web Awards
June 2010 – September 2010	Barclays.com site redesign Rethinking Barclays' corporate site design Awards and recognition: Webaward from The Web Marketing Association: For Outstanding Achievement in Web Development	Analytics for the site showed people weren't accessing content that was buried within the site. Led project tasked with team of two. Demonstrated ability to persuade multiple stakeholders of the validity of our redesign approach. We started with flattening the existing site structure. We changed the page layouts to be more flexible and responsive to the needs of a content-driven website. Outcome In April 2011, Barclays.com was hailed in corporate website effectiveness index – "... ranked 25th in the Financial Times Bowen Craggs Index of Corporate Web Effectiveness... Barclays.com is the highest new entry in the 2011 index, winning acclaim for its clear content, visual design and the strength of its homepage. "
September 2009 – May 2010	National Grid Intranet Awards and recognition: Digital Impact Awards 2011, Silver Award	Redesign National Grid's four intranets and combine them into one entity. Challenges – minimal client contact and a strong change of direction based on client review of original concepts. Lack of continuity due to changes in personnel amongst the visual design team. The work needed to align with the recently redesigned nationalgrid.com website that was still in production. Led a four-person team of mixed experience. Cultivated a very strong relationship with the key project sponsor. Outcome The project ran smoothly: happy stakeholders, great client relationship, efficient design and build phase. It has been hailed a success by the product owner and National Grid's 30,000 employees
September 2008; January – April 2009	Etihad Airways pitch; Discovery phase Developing the vision and strategy to create a world-beating customer experience	Worked on this project in two phases. Initially drafted in by a senior creative to work on the pitch. Created a highly detailed flight-booking journey. The Discovery phase took place in Abu Dhabi in January and February 2009. A further pitch for the build phase took place in April 2009. Further developed my innovative flight booking design. Worked on this independently prior to knowing there would be a further pitch. Ensured it was tested by a colleague in the User Research department, and iterated the solution based on the findings. Presented this work as part of the build phase pitch. Client liaison, information architecture, high fidelity Axure prototype, project lead. Outcome LBI wins Etihad's global digital account
June – August 2008	Starwood iPhone app Event planning application for Starwood's premier event-planning clients	Designed user experience for LBI's first iPhone app. Application design – created an innovative solution to demonstrate a touch interface using an Axure prototype.