

Stephen Hellens

User Experience Consultant

Work related interests

Digital product design and development, equitability for all communities, social enterprise, business innovation and business model disruption, organisational change, technology market analysis.

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 passionately about the outcome.

[Work samples link](#)

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Pro-bono and volunteering

June 2017 – present

Dulwich Wood schools
Parent Governor

Parent governor at my children's primary school. I also sit on the governing body resources committee, reviewing the school's financing and budgeting. I am link governor for Computing, supporting the school's subject lead and assisting with online safety and literacy. Helped establish an after school coding club which started Summer Term 2023. Continuing to support the further development of the Computing curriculum.

Dulwich Wood schools
Website Administrator and Designer

I restructured, redesigned and currently maintain the Primary school and group websites. This includes ongoing consulting with the headteacher to improve the experience with better information and functionality to support the school community.

Ascential
"Bobsled" equitable design proposition

George Floyd's murder spawned a global outpouring of energy to challenge and change the status quo. Working across business units, I pulled together an ambitious programme to provide pro bono support for Black owned hair and beauty businesses in the US and UK.

Ascential
Edge DEI steering committee

From some initial conversations, a few like-minded colleagues and I started a DEI steering committee within our business unit. It spawned a number of worthwhile initiatives, including a book club financed by the business and a commitment to removing bias from hiring practices.

Grenfell Research
Citizen activism and data visualisation

I started an initiative to document those affected by the terrible fire at Grenfell Tower in June 2017. I reached out to and joined Grenfell Research, a small team of volunteers who worked to count the number of people who were affected by the Grenfell Tower fire.

Ascential

January 2018 – December 2021, August 2022 – February 2023

Coloro end to end colour solution provider
E-commerce redesign

Coloro is the world's first and leading end to end colour solution based on human perception, serving high end activewear and consumer tech clients. It is a nascent business backed by Ascential and [CTIC](#). The challenge was to reimagine Coloro's e-commerce flows to account for two sales modes: consultative and transactional selling.

WGSN trend forecaster
Image Processing tools

WGSN is the flagship brand within Ascential's Product Design business unit. I led a discovery project to deeply understand the tools and processes used by an image processing team, with the aim of providing them with roadmap and set of requirements to incrementally develop a new platform.

Edge by Ascential e-commerce analytics
Data Quality tools

Edge has been a core brand within Ascential's Digital Commerce business unit. It provides e-commerce analytics and advisory expertise to global manufacturers and brands. Data quality is fundamental to Edge's business. I designed data quality tools to help Edge's continued growth.

Market Share Amazon analytics
Re-platform and redesign

Ascential acquired One Click Retail, a Salt Lake e-commerce analytics startup in 2016. Rebranded Market Share, I was responsible for redesign and overhaul of customer experience, working remotely with the team. As of January 2021, attrition has been significantly reduced.

Money20/20 Fintech conference
US 2018 mobile event and networking app

In October 2018 Money20/20 USA took place in The Venetian Hotel, Las Vegas. The mobile event app featured a brand new networking feature enabling delegates to conduct in person meetings in the exhibition hall, sponsored by PayPal.

Cannes Lions
Site re-architecture and redesign

Cannes Lions is the world's premier awards and event for marketing and advertising creatives. This redesign overhauled the site structure, bringing it up to date and making it more usable and easier to navigate and maintain.

Stephen Hellens Consulting

Selected projects | July 2012 – June 2023

Digitas digital marketing agency
Bupa Global pitch

Digitas UK are Bupa Global's (BG) digital marketing agency of record. They were invited to a paid pitch to overhaul BG's approach to customer experience. I supported the pitch by leading the UX component. With a team I devised two customer journeys, one focused on sellers to SMEs. The pitch was very well received. A second phase of work is in planning.

Magnetic innovation consultancy
Google Cloud business platform

Google Cloud aim to increase their market share by offering a deeper and more holistic customer relationship than the competition. The goal was to research and prototype a revised customer experience making it easier to facilitate new partnerships and onboard new customers. With support from the Managing Consultant, I managed a design team and supported the client engagement with Google Cloud's CVTA team. The client sought to continue the engagement with Magnetic.

TalisLife health and wellness startup
Mobile application definition and prototype

Worked 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. Creating the first steps of an integrated healthcare solution.

Argos UK retailer
Checkout redesign

Argos sought to overhaul many parts of its digital estate, including checkout. I was the lead UX responsible for redesigning Argos's checkout journey.

CAF for Jaguar Land Rover / InMotion
Veelrijdigheid car leasing pilot site
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. The business this MVP spawned is called Pivotal.

Fluxx for Lloyds Bank Commercial
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.

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.

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.

Guardian Soulmates

October 2012 – April 2014

Payment redesign

Overhauling the subscription user experience

The Guardian sought a new payment merchant. Soulmates' subscriptions was selected as a test project. A new user experience was needed to leverage the increased flexibility of the new vendor.

Contributed to new brand development with external agency. The new design used the new brand style, with a strong emphasis on usability, simplicity and visual clarity.

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](#)

Light registration

Optimising online dating registration conversion

I identified an opportunity to improve the registration process on Soulmates, the Guardian's online dating site. I streamlined the process, providing capability for site visitors to register from multiple points within the site. Outcome Significant uptick in member numbers and an improvement to member conversion. Interface and interaction design, prototyping, client liaison, delivering into an agile development team.

Selected projects 2012 – present. [Full work history on LinkedIn](#)