

Over 13 years experience as a user experience designer developing PC internet web services. I enjoy working in a multi-disciplinary environment using user centred design methodologies, setting the design strategy to create usable, engaging, relevant and innovative experiences.

I have a fine art and interaction design background and love conceptual development, creating experiences that complement the brand values and unmet needs of the user base. I have mentored other designers, given presentations at AIGA, set up and conducted usability labs. My design process takes an iterative strategy of consultation, log analysis, understanding needs followed by wire-framing with low-fi and hi-fi prototyping soliciting feedback from stakeholders and user groups to the final visual design and implementation.

Soft skills: Positive, creative, encouraging, enthusiastic, committed, fun loving, problem solving, conceptualising, influencing, team management, brain-storming and critic.

Software skills: Photoshop, Illustrator, Flash, Omnigraffle, Powerpoint, InDesign, Dreamweaver.

Technical skills: HTML, CSS, Actionscript, Javascript, Opensource CMS [PHP and MySQL].

Work Experience

Current: **Freelance User Experience Designer**

Clients: BBC, inIVA, Odanadi, DCFA, Respond

2009/10: BBC Sport: Currently developing the BBC World Cup 2010 website – using guerilla testing to validate some of the assumptions, providing a quick and effective method for decision.

2009/10: Neville Brody Research Studios: I helped create a successful pitch for the team outlining the new global visual language for BBC FM&T.

2008/09: Bicker Manor (BBC): This as part of a wider project called Participate. Working for the BBC with BT Research, Microsoft Research Cambridge, Blast Theory, ScienceScope, University of Nottingham and University of Bath.

This was a multi-platform mission based trial investigating how narrative can be used to stimulate and sustain user participation across mobile, web and IPTV over time. I created wireframes - which included creating the IA for the proposition. In addition to this I created low-fi (paper) and hi-fi prototypes (clickable designed working screens, using HTML and CSS) to concept test and usability test - and designed the process to develop the narrative.

BBC Tickets: I have helped develop a website to enable people to book tickets for free BBC shows and events, including advertising screens for Broadcasting House and promotional templates for print runs.

Odanadi: I consulted on the development of this charity website – running workshops with the organization identifying their objectives and capabilities to develop the content management system, information architecture and visual design.

1997 -06: BBC New Media FM&T (London) Senior User Experience Designer (from 2000)

I was the creative lead on numerous projects, prior to my senior post at the BBC I was an interactive designer developing flash educational games. Some key projects include...

2005: BBC Homepage - User Experience Design Lead - design strategy

Marketing driven campaign to highlight the depth and breadth of the BBC online portfolio. I translated the objectives to usability improvements and structural changes. Streamlined the IA in terms of usage and perception - investigating logs over time - daytime/evening week days/weekends. Resulting in major improvements to accessibility and promotion of content.

2005: BBC Collect - User Experience Design Lead (trail at London Zoo)

Multi-platform service delivering AV content from the BBC Archives to mobiles and PCs using barcodes. Strategy included participatory design, storyboards, competitor analysis, desk research on emergent behaviours and technologies, wireframes and use cases to a final hi-fi prototype trailed at London Zoo. Interviewed users and helped create the research documentation as part of the findings to inform presentations to internal audiences.

2003: BBC One and BBC Two portals - User Experience Design Lead

Created a low maintenance based portal for the channels. Liaised with the channel brand managers to develop the portals. Investigated the brand values via personas, brand maps, lifestyle choices. Used brand mapping exercises to develop the visual design. Liaised with developers to define the feeds required. Developing the portal structure and visual design.

2001: BBC What's On Events Listings - User Experience Design Lead

A web based service providing an incredible resource to find out what's on throughout the whole of the UK. Working from commissioned ethnographic research into looking at how people organise their time out. Created personas - based on our target groups. Created use cases - to help design the system. Using the personas and role playing I created a process in which helped identify the information needs. Used card sorting and user testing to create the Information Architecture (IA) to the final the visual language getting feedback using focus groups.

Talks: BBC Homepage – a short history of innovation – AIGA, Design Council

1997: **Telstar & CTV** (London) **Interactive Designer** (Freelance)

Part of the production team creating pitches and developing flash interactive content.

1997: **Banshee Multimedia** (London) **Interactive Designer** (Full-time)

Produced Shockwave games for educational content, designed community driven and commercial driven websites.

1991-96: **Non Aligned Productions & Red Star Films** **Assistant Art Director** (Freelance)

Worked on numerous productions from film to pop promos designing and building sets and props to Art directing a pop promo for Ruthless Rap Assassins, commissioning and designing the set.

1991-96: **Carpenter Carpenter** (part-time)

I supervised a small workshop, making tables, doors, cabinets, including site work. Designing and building bespoke solutions for clients, matching needs with budgets.

Exhibits & Awards

1998: **Mongrel Natural Selection** (web) **Artist** "Aryan Nation" and "British but..."

As part of the natural Selection online project by Mongrel, I constructed a piece to explore the assumptions of "Britishness" through origins of words and concepts.

1998: **inIVA:X-SPACE** (web) **Artist** "ReBirth"

Working with sound artist Trevor Mathison I created an online animation as part of the "Dialogues across the Black Atlantic" series, linked to the exhibition "Rhapsodies in Black" at the Hayward Gallery.

1990: **Graduate 90, Young Contemporaries** (Lauderdale House, London) **Artist**

Picked out for a London graduate show along with Dinos Chapman, Tony Vickers, Olly Williams and Suzi Winstanley. My show explored alienation, identity, religion and sexuality.

1990: **Piccadilly Film Festival** (London) **Producer/Writer/Art Director**

"The Gift" 16mm b/w film. Co-wrote and art directed a 6 minute tragic film about a boy parceling himself to his girlfriend. Successfully entered and screened at the West End as part of the film festival

1987-1990: **Byam Shaw Student Scholarship** (London) **Student**

I won this student scholarship every year for merit and concepts bought to the painting studio.

Education

1999-00: **The Media Academie** (Hilversum, Holland) **CIATV Interactive Concept Development**

1 year International course comprising of British, Dutch and Finish broadcasters. Giving opportunities to work within a multi-discipline team to develop a cross platform concepts.

1996-97: **Artec** (London) Interactive Design Diploma

This was an intensive innovative programme. Providing a foundation in programming, project managing and applications. I developed an multi-media installation to create an archive for the Artist Keith Piper for inIVA. The project was later used in his retrospective show.

1990: **Byam Shaw School of Art** (London) Diploma in Fine Art

Creating paintings, installations involving sound and movement, video, film and photography productions.

1987: **Nene College of Art and Design** (Northampton) Foundation in Art and Design

Had a great foundation covering graphic design, photography, printing, painting and sculpture.