

Profile

A customer focused Interaction Designer who has over 15 years experience as a flexible design resource with a grounding in Customer Centred Design and Usability.

Working as part of development teams to define and develop products to fit new and current business requirements, to gather requirements for projects and produce initial visual mock-ups and task designs, 'proof of concept' prototypes, graphical user interface elements through to support material and web sites.

Previously worked for International Blue Chip companies on client site and remotely for overseas companies. Can work independently as well as part of a team, and to tight deadlines. Self motivated, organised, able to communicate with clients to board level and prioritise work from different projects run concurrently; providing clear feedback to the team and the client.

Key Skills

Graphic Information Design BA (Hons.)

Graphical User Interface Design

UX Design

Adobe Illustrator

Adobe Photoshop

Axure

Microsoft Office

Microsoft Visio

Web Design

Macromedia Dreamweaver

XHTML, CSS, and Javascript

XML

Adobe InDesign

Adobe ImageReady

Version control software

Bug tracking software

Career History

User Experience Designer

May 2010 – June 2011

LMAX

(part of the Betfair group)

- Worked within the Product Management team as the UI / UX designer, using Agile methodologies to build and launch a broker product for retail investors trading FX and CFDs through direct market access, onto the LMAX exchange.
- As one of the Product owners; engaged with the business stakeholders to create the user experience and manage expectations for work in the product backlog.
- Utilised usability testing with third party testers to refine and move the web broker product forward.
- Reworked and rebranded the appearance of the third party charting package.
- Produced and maintained a behavioural guide as a source of reference for the Business Analysts and development teams.
- Regularly reviewed the consistency between all the different channels, used by the business, to communicate with existing and potential clients.
- Managed the user experience, for the mobile broker application, on Blackberry and iPhone which was implemented by a third party development team.
- Used wireframes to demonstrate the application task flows and feedback processes to the project team.

LMAX, Betfair's financial trading spin-off, offers retail investors the ability to trade Contracts for Difference (CFDs) in market indices, fixed income instruments, commodities and FX.

User Interface Designer

September 2008 – April 2010

Nuance Mobile Care

Nuance Communications Inc.

- UI Designer role for mobile phone Self-Service Customer Care solutions using XML and CSS.
- In a major project for the Vodafone Group, utilised knowledge and experience to further major roles, including the Development Team, the Integration Team, and the Quality Assurance Team.
- Working with wireframes to develop and steer the product, with feedback to the UX manager, to improve the overall user experience.
- Designed and created a 'vanilla' demo of a mobile phone Customer Care application that could be rebranded quickly and with minimal changes to the images, and style sheets.
- Designed and created more tailored demos to exceed the potential customer's expectation of Mobile Care and to communicate the value of the Mobile Care product positively. The majority of rebranding projects have been implemented on very tight deadlines for international sales presentations to Mobile phone operators.

Nuance Communications is the leading hosting provider of speech solutions for businesses and consumers with about 6000 employees worldwide. Nuance Mobile Care offers a Mobile Care product that enables subscribers to complete their customer care requests directly on the handset.

Interaction & Web Designer - Contractor

October 2006 to August 2008

Exie AS – Norway

- Gathered requirements from business stakeholders for interim Marketing web site.
- Designed and built a dual language website for Exie Marketing team, using XHTML, CSS driven menus and PHP forms. A requirement for the site was that it could be updated by the marketing team using Macromedia Contribute.
- Reviewed an existing Exie Performance Management application.
- Designed a proposal for interface changes to improve the definition of the workspace with the use of better fonts, table layout and the graphical icons, which was implemented by the Development team.

Exie is a Norwegian company (with about 50 employees) who provides People-Driven Performance Management solutions that address the needs of organisations that understand the need to go beyond Financial Performance Management (PM) in order to drive the performance in the entire organisation.

Interaction Designer - Contractor

October 2006 to October 2007

**Tradeblade – Tullett Prebon
New York**

- Reviewed the User Interface for consistency and Usability issues.
 - Produced icons and colour schemes for the Tradeblade web based price delivery and trading application.
 - Designed a proposal for a new Logotype for Tradeblade, for screen use and printed company communications.
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Interaction Designer - Contractor

May 1999 to March 2006

Tullett Prebon - London

- Provided experienced interface design skills for a team developing a new suite of 'price dissemination' web and desktop applications to replace a non-millennium compliant system.
- Defined and created a consistent 'look and feel' to the broking desk digital workspace.
- Liaised with Heads of Broking desks to define requirements for new products and create task designs.
- Designed icons and colour schemes for tabular data that built on familiar functionality and addressed usability issues.
- Wrote and delivered supporting documentation, user guides and web sites for internal and external users.
- Worked as a company design resource, liaising up to Board level.
- Designed the corporate brand for the merged Tullett & Tokyo Liberty in 2000 – 2006, until Tullett Liberty and Prebon formed Tullett Prebon.
- Designed and created several iterations of the corporate website as the content changed and the need for website grew.

Tullett Prebon provides inter-dealer broking services to the financial sector. The company employs about 1500 people worldwide.

Interaction Designer - Contractor

October 2001 to October 2002

Ansbacher & Co.

- Defined, designed and developed the user interface and 'look and feel' for a 'client take-on', management and investment system for a new area in the bank; Wealth Management, as part of a small development team.
- Produced and maintained Product Marketing Intranet.
- Redesigned the Ansbacher global intranet to include information for the UK, the rest of Europe and the Americas for the internal marketing department.
- Designed and built an internal screensaver to promote the values of the company.

Ansbacher & Co. Limited provides wealth management services for private and institutional clients. The company offers private banking services, including account and card services and is a subsidiary of Qatar National Bank.

Interaction Designer - Contractor

June 2001 to December 2001

Sila Communications Limited

- Designed user interface and built a 'proof of concept' prototype to redesign an existing product management tool, accessed through the web for SMS messaging application, which delivered financial quotes for your watch lists and news subscriptions.
 - Worked and developed Product Brand from existing Sila branding guidelines.
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Interaction Designer - Contractor

October 1998 to March 1999

Instinet Fixed Income

- Provided a Usability review for the graphical user interface of a Fixed Income trading system developed in Java.
 - Produced a guideline document to be used as a reference for senior developers.
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Interaction Designer - Contractor
June 1998 to March 1999

Reuters Portfolio Product Management, Reuters Ltd

- Worked directly with the Product Manager in creating Product Requirement Specification documentation and interface designs.
- Defined and created initial designs for the user interface, functionality and task screens for Reuters Portfolio product aimed at Fund Managers.
- Designed and built Marketing presentations and an internal website that incorporated the prototyped examples and demonstrated parts of the product to the other internal Reuters groups.

Interaction Designer - Contractor
January 1997 to June 1998

Reuters Web Product Management, Reuters Ltd

- Central user interface and design resource in Product Management team for Reuters Extranet for online products utilising the capabilities of the Reuters Web.
- Advised individual product groups to ensure consistency with corporate strategy with user interface design, usability issues, graphic design, style and improving navigation for their products.
- Designed and maintained internet for documentation relating to existing Reuters Web Products for Product Management team.
- Managed own time, prioritised work from different projects.
- Continued development of the web style for Reuters Web.
- Mentored Graduate trainees on assignment

Reuters, now Thomson Reuters, is the world's leading source of financial information and news for businesses and professionals.

Interaction Designer

October 1994 to January 1997

InterAction Graphics Limited, Reuters Usability Group, Reuters Ltd

- Wrote and created an interactive User Interface Design Guides for Windows 3.1 using Macromedia Director, and then Windows 95.
- Designed graphical representation of site map for websites, which displays information layers and distribution.
- Designed and built internal and public web sites for Reuters Product Marketing.
- Created and wrote corporate on-screen branding web site, building guidelines and information about the new corporate identity and its use within Reuters.
- Part of the Design team working to implement Customer Centred Design across Reuters.

Reuters Usability Group was a virtual team of experts drawn from leading international consultancies. These consultancies provided disciplines such as ergonomics, cognitive science, graphical user interface design and rapid prototyping.

Part-time Tutor

July 1996

Ravensbourne College of Design & Communications

Developed and taught a 2 Day Workshop on Macromedia Director Lingo.

Education & Awards

April 1996
CHI conference

Delegate Vancouver, Canada

1991 to 1994
University of Westminster, London

Upper Second Class BA (Hons.) Degree Graphic Information Design

May 1994
RSA Student Design Awards, London

Runner-up Communications: Multimedia section

1982 to 1991
Art college, Sixth form & High School education, Norfolk

BTEC National Diploma in Graphic Design
3 A Levels - Art, Pure Mathematics with Statistics, Human Biology, 9 O Levels

Personal Interests

Cinema & Music Photography
Dance & Theatre Travel

Referees

Upon Request