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My Process, or What I Can Do For You

I do a lot of **Research** (Stakeholder & End Point Interviews, Task Analysis, Systems Usability Scaling) before I create **Personas** and **Tasks** to map out **Journeys** people go through in a visit to a website, an application or any other touchpoint. This becomes **Information Architecture** and then **Wireframes** (Balsamiq, Axure, Pen & Paper, Figma).

Those wireframes are built into **HTML Prototypes** that illustrate practically how a website will be **Responsive** (or adaptive, or fluid, or fixed). This is **Experience Design**.

I write content plans and, sometimes, content as well as **Web Design** (Photoshop, Sketch, Figma) of key pages and elements which go towards creating build kit which I then use to Front End Code (**HTML5, XHTML, CSS3, SASS, JavaScript, jQuery**) the website. Then I plug it into **Wordpress** or similar, or write a Back End (XML/XSLT, JSON, **Ajax**, PHP).

After that I carry out **User Research** (Tracking, Experience Interviews, First Click Tests, Focus Groups) to optimise and improve the site. This might be over the course of weeks, or months or years, but it is never wasted effort.

I've been doing these things since 1998 and I've gotten to be good at them. I can specialise in one area and bring years of practical experience, or I can do the whole thing and bring the full twenty-one years of experience to solving problems.

What I Did In COVID

Made websites for a charity, I made websites for friends. I made food and delivered food. I got involved in a scheme that provided laptops for children after the schools had closed in Lockdown. I painted with oils, looked after friends & family, got poorly, got better, got a dog and that upset my cat.

My Career, What I Have Done

UX/UI Designer & Front End Developer (Contract) | FGH | Sept 2018 - April 2020

66-70 Vicar Lane, Bradford, West Yorkshire, BD1 5AJ

"My role at FGH was only initially three months but that grew, giving me the chance to get involved in a project which saw me going head-to-head with Amazon in servicing Remote Suppliers. I created UX and built them into working prototypes, created user journeys and in an Agile process built the front end of the application while running the UX cycle to optimise the experience."

- Establish the UX principles for the project, and validate the UX work done to date,
- Create prototypes, proofs of concept and build application pages for the backend team.
- Responsible for delivering best in class experience to a marketplace which included Amazon.
- Coordinating the front end application and a small team implementing that application.

UX/UI Designer & Front End Developer (Contract) | QA | August 2016 - September 2018

12 Brown Lane West, Leeds, West Yorkshire, LS12 6BH

"QA offered me a chance to embed in an technically minded IT team using my full stack of skills from understanding the audience and creating personas through to front end development via design and prototyping. The majority of the work was done in leading the UX on an internal project to allow the business better control of their quoting and sales teams creating the interface and experience for that application. I joined QA for an initial three months and stayed for over two years."

- Lead the UX for the business critical Sales Platform project. Took a lead on UX for the customer facing Sign In platform which thousands of delegates used on a daily basis,
- Created the prototypes, and full front end for Sales Platform and Sign In,
- Responsible for the user experience for two large scale internal projects and one customer facing and frequently used portal.
- Build the UX team around me and worked with developers to create a set of UX standards.

UX Designer (Contract) | University of Leeds | August 2015 - July 2016

Leeds, West Yorkshire, LS2 9JT

"University of Leeds are in a process to create a web style which will be used by the 900+ sites offered by the various Faculties and Schools within the wider organisation. My role was to understand requirements and create a toolkit of web elements."

- Used HTML5, CSS, Sass, JavaScript, jQuery, and Git to create adaptive and responsive designs
- Interviewed internal clients, and end users, to understand specific requirements.
- Responsible for protecting stakeholder requirements during the creation of the elements and structures of the user experience.

XD and Development Manager | Studio of Things | June 2014 - July 2015

1 City Square, Leeds, West Yorkshire, LS1 2ES.

"Two of us set up Studio of Things to work on the projects that we wanted to work in an environment that made the best work for clients and the best experience for users. The Studio ran for a year, growing to a team of six people, and finished so we could seek new challenges."

- Clients included graduate-jobs.com, The NHS, Linkdex, Equestrian, Gecko, Forward Leeds, Alpine Wine, and Provident's Satsuma Loans
- I had full control over the technical side of the business working with HTML5, XML, CSS, Sass, JavaScript, jQuery, Angular.js, SVN/Git.

User Experience & Front End Development Director | Bloom | April 2012 – June 2014

Bloom Agency, Marshall's Mill, Marshall Street, Leeds, LS11 9YJ.

"Bloom was a chance to get involved in a busy agency again. As with any agency environment the demands changed from day to day. One day I'd be working on the UX for a major project and the next pencil designs for infographics. Bloom asked me to join their team following an initial

period as a contractor, and doing so allowed me to progress my skills in a great environment bringing full UX skills to create entire experiences for clients like Emirates, LA Fitness & Anglian.

- I created the UX, design, and created build standards a new website for ADT UK which was launched in 2013 and improved conversions significantly,
- Designed website for Teacher Rubber Stamps, ADT, Anglian, Rochdale Hornets and a mobile sites for ADT, Helios Towers and Benenden.

UX Manager (Contract) | Lloyds TSB | February 2011 – September 2011 | Halifax, West Yorks.

"I joined Lloyds TSB to work on the biggest banking system integration in history managing the creation of two new websites for the Halifax and Bank of Scotland brands. The role included creating wireframes, sourcing content, working with designers and planning the release."

- Responsible for the forward facing user experience of transitioning customer bank accounts from the Halifax platform to the Lloyds platform.

Other Roles

- Front End Developer (Contract) | CAP | Nov 2011 – Apr 2012 | Capital House, Leeds, LS1 5EZ.
- Senior UX Designer (Contract) | Technophobia, Sheffield | June 2009–Jan 2011.
- Senior Web Designer | Zolv, 11 York Place, Leeds, LS1 2DS | July 2008–June 2009.
- Interactive Producer | Poulters, Rose Wharf, Leeds | January 2006– June 2008.
- CSS Guru | Photolink, Thirsk Street, Manchester, M12 6PN | Aug 2005 – Jan 2006.
- Head of DHTML Development | Zestmedia, Leeds/Huddersfield | Jan 2001–July 2003.
- Web Developer | Corporate World, Batley | April 1999–December 2000.
- **Own Business** | Cabin Pressure | www.cabinpressure.co.uk | August 2003 – now.

Education

- HND with Distinction in Media Production, Lincoln University, Grimsby. |1996–1998
- National Diploma with Distinction in Business & Finance, Shipley College. |1991–1993

Personal

I have a sideline in journalism having been published in The Observer, FourFourTwo, Total Film, Total Football, Football 365, Liverpool FC match day magazine and assorted other articles

I have also been used as a commenter on BBC Radio Leeds and BBC Radio Five Live. I wrote and published www.boyfrombrazil.co.uk covering Bradford City: "The best football website out there and an example to anyone else looking at writing about their club" (Two Unfortunates).