

I bring together creativity, technology and people skills in order to design and deliver real world solutions. I'm a firm advocate of design thinking. My build approach is to always exceed user expectations and at the same time maximise the business model.

I specialise in ideation and prototyping new business concepts. But I also enjoy managing full life-cycle products, engaging with the client, managing the team and putting something new and special into the world.

## What core skills do I bring to the table?

**Pitching / Training** - Presenting, creating interactive pitch assets and complex prototypes

**Business analysis** - Interviewing, creating personas, workshops, expert reviews, data analysis and process modelling

**UX / CX** - Both tactical and strategic consultancy, developing real solutions as well as long term roadmaps

**Workshop moderation** - Wireframing, process modelling, persona journey analysis, UCD methodology

**Product Management / Service design** - End to end creative solutions, managing people, the business and technology

**Creative technology** - Strong technical and ideation skills to create hi-fi interactive prototypes and data visualisations

## My technology - software expertise and skill areas

- Adobe Master Suite (Ps, Ae, Id, An)
- Adobe AIR Hi-fi mobile prototyping
- Visio, Axure RP, Balsamiq, InDesign, Omnigraffle
- HTML5 / CSS3 / JavaScript / PHP / AS3 / SQL
- Google APIs (Maps v3, Translate, Analytics)
- WordPress and Bootstrap development
- Microsoft Office Suite
- Analytics & SEO
- Data analysis / modelling - XML / AJAX / JSON
- Microsoft Project / JIRA
- SMS gateway applications 2-way
- Databases SQLite, MYSQL
- Libraries Box2D / GSAP / Away3d / JQuery
- Social SDK / APIs (Twitter, FB, LI, Instagram)
- A/B multivariate optimisation (e.g. Optimizely)
- CMS, ECM, DAM e.g. Sitecore, Epi, WP

## Interpersonal me

I'm a big believer in leaving egos at the front door; I've learned that so much more can be accomplished through listening to people instead of talking at them. A big part of my role is about bringing teams together in consensus and harmony.

I have proven problem solving skills and would describe myself as a strong communicator and effective at influencing others. I'm a fan of plain speaking, using simple language to convey complex ideas.

I do enjoy the challenge of multitasking multiple workflows and I have a lot of experience in estimation and managing projects end to end.

I'm lucky enough to truly love my work, I am a hard grafter, I speak my mind and I've been told I'm quite fun to work with, as well as being a good mentor for junior members.

## My education background

I graduated with a first class honours degree in applied mathematics, specialising in building software solutions to mathematical models. My final year project was to create a 3D world from first principles.

I feel fortunate in that I still get to throw my mathematical creativity around for many daily tasks, including prototyping, application gamification, big data analysis and BI dashboard visualisations.

I love to travel and I'm fluent in English and German, I have survivable Finnish and some very basic French (I can order a beer or trois)

I am a UK passport holder with a clean UK drivers license and my current location is St. Albans, which is a short hop away from the centre of London via St Pancras.

All projects start with an attempt at defining the most suitable problem. Only then can we start to consider a strategic response and potential solutions. In this case the Forrester product in place was very weak, its static nature was diluting the power of the extensive research Forrester had put into the report.

Mathematically speaking, their data simplification process was flawed. By using sub-category score weightings, the data was becoming biased. Imagine two sub-category scores, one high, one very low. Apply weighting and amalgamate and we have lost their true values. An important part of my solution was to allow customers to define their own persona and hence their own weightings to fit their role - redefining the data input in order to create personalised insights.

The other aspect to the project was converting the static one chart PDF document into a real interactive product that could handle any of the 50 or so Forrester reports. Instead of one chart, up to 30 new charts became available, including side by side product comparisons as well as breaking the data down to category and then sub category detail.

Extra features built into the system include personalised weightings, comments, save/share chart images, on-boarding demo tool, system help, product detail pages. Adobe AIR was used to develop the solution which deploys to all mobile devices.

As well as customer and business analysis, the work completed included an iterative approach to tool and interface prototyping and then full app development with associated test and deploy. In this case I completed all of the work myself.

Video presentation of the app in action: <https://youtu.be/KgtSnjd6y14>

## Who, What, Why, Where and When? Then rinse and repeat.

People often forget about the soft skills when thinking about business analysis and the discovery phase. Yes, of course you need a valid structure and tools with which to gather your data, but the psychological aspect is just as important as the analytical. This means reading people, emotions and situations, getting a handle on the political as well as the process. Trusting your instincts as much as the numbers. **(My method: <https://goo.gl/vEiafl>)**

The ability to swiftly encapsulate customer journeys and stories inside a high fidelity prototype has always proven to be of incredible value to me in my career. Human beings like to listen and watch, but add the extra sensation of touch, let them talk to an application, give them something real to help them experience the four dimensional reality of a solution and it nearly always blows them away.

Taking the time to prototype, to evaluate assumptions, to test on-boarding and the interface usability, can provide the insight needed in making or breaking a digital project.

## High fidelity prototyping and app development

The following list of capabilities include my personal prototyping API libraries which can be added to solutions for desktop, tablet and smart phones on Windows, Android and iOS:

- Camera / Vibrate / Geo
- Client / Server Database
- Interactive video
- Data visualisation / BI
- Gamification
- E-Learning
- Multi-user interactions / networking
- Social network API interfacing
- Physics/ 3D

## My client sector experience

Guiding clients and managing their strategic roadmap and expectations has always been a very hands-on role for me. My calling card is about honesty, developing trust and inspiring client confidence through action to maintain optimal relationships. Of the many clients I have worked with in the past, their sectors include the following:

- Banking
- Sector 2 & 3 NFP
- Creative & Marketing
- Telecoms
- FMCG
- Investment
- VoD
- Games
- Property
- HR & Recruitment
- E-Commerce
- Medical
- Finance & Insurance
- Legal
- Logistics
- Hospitality
- Scientific



## Previous professional work history

### Development consultant / Experience architect

Rufus Leonard (October 2012 – July 2014)



My main responsibilities were as a senior digital architect, working full project life-cycle and with considerable input at pitch, solution design and UX, as well as team leading the development phase. I helped to institute a bespoke componentised responsive framework. Loosely based on bootstrap and set within an agile UCD project framework the process governed UX, visual design and development. My large client projects included web and mobile for Rio Tinto, BUPA, Henderson global international, RUAG, Friends In Need and I was just starting on Stagecoach at the end. Brought in just over £2.5m in 2014.



**Other responsibilities:** Creative pitch process - Pitch tool creation - Delivery of UX artifacts: user journeys, wire-frames, prototypes, interaction designs - Use case reviews, competitor reviews and usability heuristics - Requirements workshops - Technical and interaction design - Hi-fi mobile prototype construction - Technical project management - UI development & graduate recruitment.



### Lead UX architect / Creative technologist

Which? (January 2011 – March 2012)



My primary role at Which? was to optimise the user experience and information architecture of the site processes and concepts. This involved business analysis, creative and design, user research, competitor analyses, workshop facilitation, usability analysis, interactive tool development and UX management for the agile development teams. The role also meant recruiting and managing the visual designers and several IA/UX consultants brought in to cover the heavy workload. Implementation of a new UX driven project inception workshop.



### Technical architect / Creative technologist

Reading Room (October 2010 – January 2011)



Part of the new biz pitch team, responding to proposal and work requests by creating concepts and unique user experiences for new clients and following up with pitch. High points included winning a large RSPCA contract and working with a really stunning gang of creatives. Other responsibilities: generating competitor analyses - developing micro-personas - desktop and mobile hi-fi speed prototyping - Technical architect troubleshooting - load/performance testing



### Digital manager

Succinct Communications Ltd (June 2009 – October 2010)



My task was to bring the agency out of the print arena and fully into the digital world, at the same time creating a team of digital superheroes capable of any task. Eventually the team of 6, spread between design and development, was in place and capable of any challenge. We successfully re-branded the company, completed over 25 client digital projects and put a quality UCD production process in place. Work completed includes: Custom CMS sites, forums, micro-sites, flash presentations and slide-sorters, online surveys, e-learning, desktop AIR tools and a wide range of e-marketing initiatives. As well as running the department, my duties included stakeholder research, pre-sales solution prototyping, proposal and project documentation.



### Solution / UX architect

Lonely Sardine (March 2002 – May 2009)



This period was spent mostly freelancing in Finland, primarily working on mid-tier rich media internet applications. As solutions architect to the Lonely Sardine group (LS) my main responsibilities were to create unique client concepts, build rich technical web solutions and project manage our offerings for a large range of Finnish companies. The LS group encompassed a dedicated multi-discipline team of experts in charge of graphic design, branding, complex CMS web applications and micro-sites. Typically, I would be involved from pre-sales where we would try to find a USP for the client. Part of my sell process would usually involve rapid prototyping of the key user journeys and concepts within a new brand structure.



### Technical project manager/Solution architect

IBM/Nokia (April 2001 – February 2002)



I was in charge of the design, development and implementation of several key informational web portal systems from prototype, as well as leading the teams. The role embraced full project life-cycle: stakeholder and user research, business analysis, new GUI interface designs and prototyping for several extranet portal applications and smart systems (Dynamic HTML incorporation to web GUI interface on domino web applications)



### Senior solutions architect

Lotus Professional Services Finland (IBM) (October 1998 – March 2001)



In charge of web application design and development, application concept prototyping, high level analysis of existing applications, GUI design and Project management/Team Leading. I successfully managed six large web applications through the complete project life-cycle from prototype to fully implemented delivery. Lotus also used me as a general troubleshooter resource throughout the Scandinavian region. I was primary input for the PSPG for the Nokia Lotus development methodology. I Specialized in DHTML (CSS style sheets, advanced JavaScript, dynamic front ends, animated data and 'intelligent' applications with reactive GUI web interfaces)



### Solution architect

Intel Corporation (June 1998 – October 1998)



Design, development and rollout of a worldwide Intranet Purchase Ordering system for Intel Europe, Asia and Africa. With circa 1100 purchasing staff throughout these regions in Intel, the new system was built using Lotus Notes 4.6, dynamic HTML and css. My responsibilities included the concept, user research, solution prototype, technical project management, leading a team of six developers during the production cycle and controlling the rollout and support strategy to the general Intel population.

