

MICHAEL KEATING

Full spectrum UX consultancy, development skills and business analysis to design and deliver real world solutions. I'm a firm advocate of design thinking; telling interactive stories, with fast iterative prototyping, to enable UX research and stakeholder clarity of vision. Breathing digital life into new concepts.

I live in that vital space in the clients journey between desire and commitment, where we interpret their wants, as well as their needs, and create solid, made to fit solutions. If you'd rather see an interactive hand-coded version of my CV [pop over to squibl.com](http://popover.to/squibl.com)

My core skills

UX / CX - Tactical UX design, strategic roadmaps, reviews, optimisation, journey mapping, research and testing

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

Pitching / Training - Presenting, rapid prototyping to create pitch assets, interactive video & bespoke presentations

Workshop facilitation - Stakeholder management, process discovery, journey analysis, ideation, wireframing

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

Creative technology - Strong technical dev skills to create mobile apps, hi-fi interactives and complex visualisations

My software and technical skills

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

A little bit about 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. Consequently, a big part of my role is about bringing teams together in consensus.

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

I'm also lucky enough to truly love my work, I'm 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.

On a slightly more personal note, I have 2 daughters, Pixel and the slightly more hirsute Daisy, who is slightly golden but only retrieves about 10% of the time. I love nature, cooking, scuba, pub quizzes and reading real books, but not at the same time.

My education

I graduated with a first in applied mathematics, specializing in building software solutions to mathematical models. I feel fortunate in that I still get to throw my mathematical creativity around for many daily tasks, including prototyping, application gamification, animations, data analysis and BI visualisations.

I'm fluent in English and German with survivable Finnish and some very basic French (I can order a beer or trois)

Links, portfolios, blogs, case studies and digital deliverables

For many of the above you can [visit my blog at http://appsavvy.net](http://appsavvy.net), with a mini-portfolio, clients, case studies and some UX opinion pieces. If you're looking for something specific I probably have a relevant example sitting gathering digital dust somewhere, just ask. For specific case studies of my work with Products / Services, see the next page.

Native hi-fi prototype development

I've been prototyping in a bunch of different technologies for many years. It's a big subject, too big for a CV, so if you want to get the real low down then why not [read my LinkedIn article on prototyping and design thinking?](#) The elevator version goes something like this: Prototype lo-fi during discovery, hi-fi for complex interactions prior to production. Stick to your budget and remember to time box all efforts. Try not to lose focus of your purpose, which is to validate design decisions, optimise complex user journeys or to provide presentation buy-in for new concepts.



If you'd like to check out a prototype example, why not watch a demonstration video of my very own charting library? Similar to the D3.js library, on steroids, running on a mobile device, showing off real data examples of over 30 interactive and animated charts and widgets, ideal for BI dashboards. Contact me for a link to the Android Package Kit (APK)

New product case study: Forrester Wave tool - Native App

Q2 2017

The Forrester Wave tool is a high profile vendor product comparison report, based upon detailed research. Forrester scores, weights and then amalgamates this research into three top level categories: Strategy, Current Offering and Market Presence, and this information is then plotted into their very well known bubble chart.

Mathematically, the data simplification process used is biased. To compound this, the static nature of the report dilutes the power of the extensive research completed - no journeys are suggested and insight opportunities are limited.

My solution was to fully deconstruct the data to its lowest form and then provide interactive persona based comparison tools to allow users to mine their own data and filter the results into new personalised visualisations. To personalise the data I created a tool to allow users to create their own weightings or, as an alternative, to select one of three core persona types from which they could then amend the recommended weights for that role [Marketing, Sales or Development]

Next, I created a series of comparison tools to allow users to compare 2-5 products either side by side in parallel, or in series. A third series of options for the solution focused on providing a supportive layer for the process, allowing comments, email, data sharing and image snapshots of the new personalised charts.

I bundled the new interactive report into a native app structure, with clear signposting for the available journeys. Extra features built into the system include contextual documentation and an on-boarding tool. For the final task, the app logic was expanded to be able to handle any of the many (30+) Forrester report data sets after a simple conversion to XML.

I completed this project using design thinking, prototyping all of the controls iteratively before entering the full app development cycle. The project is a good example of how BI methods can be used to transform static data into actionable persona based insights. The Adobe AIR mobile app framework was used to develop the solution, deploying a single code base to mobile phone and tablet for Android, Windows and iOS.



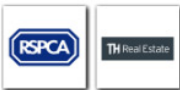
To demonstrate the work I've created a short introduction video of the app in action on an Android S7 phone with commentary screens. Either click on the image or visit: <https://youtu.be/Z6B-lyzffpU>
Alternatively, if you'd like to download the app and play, just drop me a line and I will send you a link

Service and product design examples

With such confusion surrounding the definition of the different roles of User, Product and Service design, I wanted to show off a couple of examples of work that hopefully demonstrate my personal experience of applying these skill sets to real world problems. Each of the following link off to a full page service description:

Video-on-Demand: A SaaS project to create an on demand cloud based video library solution, allowing a customer base of several thousand to be able to watch channels and movies. Incorporating a back office with video management, CMS, CRM, video upload and encoding (FFMPEG), tagging engine, revenue tool, analytics. [Full description: appsavvy.net/ivtv_saas.jpg](https://appsavvy.net/ivtv_saas.jpg)

Business transformation: Exel logistics wanted to track a comprehensive set of KPI's across 70+ logistics sites in the UK. Unfortunately, the highest level of technology at each site was a fax machine. This was a greenfield project which I ran end to end, managing the fax capture and analysis of the KPIs as well as a detailed dashboard to allow the transformation team to identify best practice and monitor pilot programmes. [Full description: appsavvy.net/exel_kpi.jpg](https://appsavvy.net/exel_kpi.jpg)



Previous professional work history

Experience architect

DaisyDiblett Productions (August 2014 – Present)



We had a spot of bad luck with our family health following the birth of my beautiful daughter, Pixel, which required me to spend some significant time looking after everyone. Everything is all fine and dandy again and Cristine is demanding more and more play-doh from her daddy.



But I haven't been idle, lots of small projects, and my very latest work is a 6 month native mobile concept app to replace the Forrester Wave product. I've also been very active in developing my own API library for data visualisation. Demonstration videos for both of these apps are available [see page 2]



Development consultant / Experience architect

Rufus Leonard (October 2012 – July 2014)



My client facing work at Rufus meant taking projects end to end, from the initial proposal and pitch and then through the full lifecycle, providing consultant level expertise of the design, development and implementation. Internally, I was part of the team developing a new UCD responsive framework, governing UX, visual design and development. Client projects included responsive web and mobile for Rio Tinto, BUPA, TGIA, Henderson global international, RUAG, Friends In Need and Stagecoach. Brought in just over £2.5m revenue in 2014



Other responsibilities: Pitch tool creation (delivering interactive presentations) - UX journeys, wire-framing, prototypes, interaction design - Use cases, competitor reviews and usability heuristics - Running requirements workshops - Technical project management - Hi-fi mobile prototype construction - In charge of UI dev & graduate recruitment.



Lead UX architect / Creative technologist IxD

Which? (January 2011 – March 2012)



In charge of implementing new features and optimising the Which? digital real estate. Providing business analysis, creative ideation and design expertise for the prganisation. Including the following tasks: user research, competitor analyses, workshop facilitation, site optimisation, usability analyses, recruitment, interactive tool development and the day to day UX management for the agile development teams. I also created a new UX driven project inception workshop.



Technical architect / Creative technologist

Reading Room (October 2010 – January 2011)



As part of the new biz team, responding to proposal and information requests by creating concepts and prototyping unique digital experiences for pitches. The best part was winning a large RSPCA contract with an amazing creative pitch and prototype. Other responsibilities as technical architect : client discovery interviews, technical project firefighting, competitor analyses, desktop and mobile iterative prototyping, technical architect project troubleshooting, load/performance testing.



Digital manager

Succinct Communications Ltd (June 2009 – October 2010)



Succinct was primarily a print pharma agency and I was engaged to bring them into the digital world. I started by creating a new team of digital superheroes capable of any task, distributed between design and development. We re-branded the company, completed over 25 client digital projects and put a quality UCD production process in place. Including: 4 Custom CMS sites, full web forums, micro-sites, USB based interactive presentations, event agendas and slide-sorters, online surveys, e-learning and a wide range of e-marketing initiatives. As well as managing my department, my duties also included stakeholder research, pre-sales solution prototyping, proposal writing and pitching for new business.



Solution / UX architect

Lonely Sardine (March 2002 – May 2009)



Primarily working on mid-tier rich internet applications in Finland. Creating unique client concepts, building interactive technical web solutions and project managing our offerings for a large range of Finnish companies. The LS group encompassed a dedicated multi-discipline team of experts in charge of visual design, branding, complex CMS web applications and micro-sites.



Technical project manager/Solution architect

IBM / Nokia (April 2001 – February 2002)



Design, development and implementation of a greenfield customer service web portal service. The solution presented dynamic and personalised journeys for an improved customer experience utilising dynamic HTML with the domino back end.



Senior solutions architect

IBM / LPS (October 1998 – March 2001)



Nordic web application Domino expert. Application concept prototyping using dynamic front ends. In charge of new projects, technical project management and team leading. General troubleshooter resource throughout the Scandinavian region for all Domino projects. Primary input for the Nokia PSPG development methodology. I specialized in dynamic front ends, animating data with intelligent interfaces



A sample of previous solutions - full details available on request



Global purchase ordering system (Intel) • KPI transformation service (Exel) • Contracts management application (Compaq) • Global Events Management (Diageo) • Programme management application (Unilever) • Jigsaw game (LS) • Interactive spreadsheet application for tenders (Price Waterhouse) • Survey analysis & visualisations (PWC) • Slimming service (MTV) • Museum guide application (Arabia) • Global recruitment service (Nokia) • IQ Testing game (LS) • Agency website incl bespoke CMS (Shotwise.fi) • Music festival ticket & event service (Rowlit.fi) • Business transformation application suite (Sanofi-Aventis)

