

Overview

Digital Information Architect and User Experience Consultant with 10 year's agency and client-side experience including public sector, online publishing, b2b & b2c. Team leader and managerial level consultant with strong client, colleague, and user communication skills and a deep understanding of web technologies, business requirements and user behaviour. Maternity breaks in 2004-5 & 2008-9.

Skills

	High	Basic	Good Understanding
Wireframes	Storyboards for RIAs	Project management	Flash & Flex
User pathways	Morae	Taxonomy design	RDF / XML schema
Personas	Digital content writing	(X)HTML / CSS	Database & server functionality
Content auditing	Brand translation	Photoshop	Design
Site maps	Client communication	Accessibility testing	Javascript and AJAX
Usability testing	Presentations	Social media	DOM
Card sorts	Field research	Training	Multimedia
Navigation design	Content Management Systems	Mobile interfaces	
Visio & Omnigraffle	Specifications		
Mac & Windows	Heuristic evaluations		

Career

Freelance User Experience Consultant

Various : UK-wide : April 2009 - current

John Ryan (for VS Design) UX Consultant

- User Research, Personas, User Journey, Conceptual Design, Wireframing and remote paper prototype testing
- Re-surface for complex Flex-based media display content management system
- Client/Stakeholder requirements gathering and presentation (to CEO level)

Author: Research report for IBF – New directions in Usability (March 2009)

- 10,000 word report into new trends and future directions
- Includes case studies with BT, Vodafone, Thomson Reuters, United Utilities & Scottish Government
- Webcast of findings

IBF Usability Benchmark Lead (and 2nd evaluator)

- Conduct heuristic evaluations and usability testing for IBF members including Scottish Government, Exxon, DP-DHL, RBS, United Utilities).
- Present findings to Members
- Quality assure other benchmarking reports
- Regular participation in member meetings and presentation / workshops on usability

Intranet Benchmarking Forum (www.ibforum.com)

- Redevelop Usability Benchmarking model
- Revise and update metrics
- Create induction materials for evaluators
- Advise on methods and processes for evaluating and testing usability
- Present findings to colleagues, management and members
- Workshops and strategic presentations for member meetings.

Semantico:

- Presentation to Digital Publishing clients (including Oxford University Press, Wiley Blackwell, Hodder Education, Brill, CABI) on using UX design for competitive advantage and future trends.

Head of User Experience

Semantico : Brighton, UK : April 2008 – April 2009

In this senior role, I created a strategy to generate end-user awareness and to integrate a user-oriented design process. Semantico deliver online publishing solutions to the biggest names in academic publishing. My work also involved providing consultancy on interface designs for existing products and creating bespoke information architectures and interface designs for new projects and platforms by working with designers, clients and colleagues to discover requirements, user needs, and technical opportunities.

- **Brill eBooks platform:** This project delivered a eBook discovery and delivery environment for an established client. Through consultation and clear deliverables I quickly captured the client requirements, and costed a design process to match them. In executing the process, I worked collaboratively with the data architect and technical lead to create user pathways for the product on which a cost-effective interface solution was defined. This included adapting a navigation system, discovery interface and data model to incorporate faceted filtering and specifying the supporting data model, creating annotated wireframes to support the design, and implementing existing branding with specifications for the CSS developer.
- **Random House widget:** To extend the existing widget I delivered a client presentation pitch, including user testing videos and competitor analysis, and sketches of interfaces. For the final redevelopment phases I created a technical specification based on a storyboard and an annotated wireframe. This project is a flash-based embeddable preview widget for books, picturebooks and audiobooks and the solution was designed to accommodate the available skills, timeframes and budget.
- **Various Client pitches:** In supporting the business, I engaged in a number of pitches and proposals, creating user-journeys, introducing User Centred Design (UCD) and high-level consultancy at a senior level.
- **CAB Direct usability testing:** To assess the usability of a redeveloped abstracts database I designed a test programme, led and trained a team of colleagues, facilitated the sessions and the client observations, analysed the findings, created and presented a report and facilitated the client's discussion, and created a set of interface recommendations. The users were recruited using client contacts and Facebook and the sessions were captured and analysed using Morae.
- **Other tasks:** Attending conferences and trade fairs, developing internal processes and documentation, reporting to the management team, redesigning (with external graphic designers and marketing consultants) the corporate website.

Freelance IA and User Experience Consultant (part-time)

Various : Brighton, UK : June 2005 – April 2007

Working with a number of Brighton-based clients to support their IA teams or provide User Experience consultancy on a part-time basis.

- **Cogapp:** I supported the IA design of a Home Office immigration website; facilitating cardsorting, user research sessions (using Morae), a client observation session, and analysing findings.
- **Solv.IT:** As a consultant, I ran Discovery and Design phases for a number of brochure websites (b2b and b2c); creating documentation, capturing requirements, designing user pathways and content, creating HTML wireframes (low to hi-fidelity) using Dreamweaver and hand-coded CSS / HTML, briefing and managing freelance designers and writing and editing web content. I also created a CMS training manual (online).

Web Content Manager (was Online Journalist)

Ofsted : London, UK : June 2002 – March 2005

A developing role, which began by creating, and rolling out, an online news service for the organisation's intranet and became a team-lead position with responsibility for the content of two major websites – an intranet for all Ofsted staff, regional divisions and homeworkers, and a public and industry facing site for education and social care inspections.

- **Online news service:** To initiate and roll-out this service I researched the existing internal communications channels and created a digital format (HTML-based) for news, with a content strategy and training for regional contributors.
- **Web-team management:** Reporting to the Head of Web Services, I line-managed two content staff (one front-end developer and one content administrator) and acted as the project manager for all new work requests.

Other activities: Site audit, training colleagues in regional offices; taxonomy design and card sorting; introducing a standards-based approach.

Education

BA (Joint Hon) Social Anthropology and Politics & Government, 2:1, University of Kent, 2000.

Social Anthropology concerns the ethnographic study of humans (and animals) including issues relating to linguistics, cultural specificity, and behavioural psychology.