

Louise Hewitt

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

Skills

	High	Basic	Good Understanding
Wireframes	Storyboards	Project management	Flash & Flex
User pathways	Morae, Webex, Skype	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	Training	Android
Card sorts	Field research	Mobile interfaces	iPhone/iPad (tech)
Navigation design	Content Management Systems	Facebook Connect	
Visio & Omnigraffle	Functional specifications	OpenID	
Mac & Windows	Heuristic evaluations		
Social media	Rapid prototyping		
Axure	Smartphone / tablet UX		

Freelance User Experience Consultant Global : April 2005 – current

Sony Ericsson (for WeLove) Agile team member (Account Services)

- Initial scoping of project with Head of www.sonyericsson.com and development partners to provide SE with a SSO (Single Sign On) and OpenID implementation for user-authentication (Web and Android).
- Remote collaboration through email, Skype, Webex and Dropbox and face-to-face senior stakeholder meetings of designs (from paper sketches through user flows, data models, conceptual designs, mid-fidelity wireframes (Omnigraffle) and HTML prototypes.
- User story definition, backlog management, sprint approval and introduced new methodologies to WeLove.
- **Also parallel role for WeLove to define and direct the wider project direction for Account Services alongside designers for Creative Director.**

Sony Ericsson (for WeLove) Senior UX Consultant (ecom)

- Continue development of IA, user interface and functional specifications for a new global ecom facility for mobile products.
- Work with agile teams to specify requirements.
- Manage the creation of complex architectures (web pages), internationalisation, content strategies, design criteria and development recommendations (CMS) for the project.
- Communicate with senior-level stakeholders (via Webex presentations and email, Axure prototypes, content matrixes and presentations), front and back end developers (via Axure specifications) and WeLove designers to coordinate development (including through 'crisis' periods of significant descope).
- QA design and development to a high standard.

We Love 72

- Provide strategy and process for UX team in thriving creative agency, including tools, documentation, Agile Development, testing (remote, guerrilla and face-to-face), staffing etc.
- Mentor junior UX team members.
- Stakeholder communications and requirements gathering for projects for Sony Ericsson (global).

John Ryan (for VS Design) UX Consultant

- user research, personas, user journey, conceptual design, wireframing, remote and 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 Standard Chartered, 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.

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).

Head of User Experience Semantico : Brighton, UK : April 2008 – April 2009

- **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.

Web Content Manager (was Online Journalist) Ofsted : London, UK : June 2002 – March 2005

- **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.