

What I do

Customer Experience Strategy	User Research	Building teams
Digital Transformation	Information architecture	Hiring
Operational Modelling	Prototyping	Training
Digital Innovation	Interaction design	Mentoring
Product development	Journey design	Performance Review
Service Design	Testing & Analytics	Budgeting

A builder of teams and capability. A mixologist of typography, colour, imagery, form, technology and especially, content. Creating ecosystems all over the world, that communicate purpose, and form. Agile or Waterfall. Multiple methodologies to deliver Discovery, Requirements, Design, Build, and post implementation analysis. Production of complete scalable governance frameworks with documentation.

I work globally with start-ups, & international organisations, with practitioner level to C-Suite stake holders. Tactical & strategic. Hands on when required.

Sector Experience

Travel and Tourism. Financial Services. Fashion. Advertising and Print. Retail. E Commerce. Social Networking. Video-on-Demand. Telco. Sports & Leisure. Automobiles. Broadcasting. Commodity Information Management. Offline. Pharmaceuticals.

Operational Capability

Stand alone, or building teams and functions from scratch. Hiring. Training. Mentoring. Methodologies. Governance. Budgetary accountability P&L. ROI. Operational and pastoral.

Who I've worked with

British Airways, IBM, Vodafone, BT, Virgin Media, Sapient Nitro, Profero, Chemistry London, BBC, AKQA, Santander, RBS, JP Morgan, M & S, First Direct. British Airways Executive Club, British Airways holidays, American Express, Santander, Barclays Visa, S&P Global Platts, McGraw Hill, HSBC, Chase Manhattan, Master card, Harrods Rewards, One World, London Fashion week, Taste of London, Metro Twin, Hyatt, Hilton, Marriot, Holiday Inn, Gucci, Prada, D & G, Mont Blanc, Ray Ban, Jaguar, Laura Mercier, Elemis.

Career Timeline

Head of CX - **Shell Retail**- Dec 2018 – Present

Building a full service CX Design function.

In six months built a team in Bangalore & London (20) that saved \$3.5M by bringing work in-house. Delivering across Retail / Aviation / New Energy / Fuels & Lubricants

Working with the organisation to introduce design driven ways of working. Enabling the assembly & deployment of the right people, tools, and processes that take ideas, and move with confidence to develop products that add huge value to our business and retail customers.

Experience **Artisan Media Ltd** - Jan 2018 – Present

My own Ltd company. Consultancy & hands on.

Made by Fire - Digital Product Design agency

Dashboard for a North African Oil & Gas concern.

Information Architecture / Taxonomies / Interaction Design / Content hierarchies / Visual Design

BT - Telecoms

Bespoke APP - Product offering around Wi-Fi signal optimisation.

Service Design / User journeys / mapping / Wires

HSBC - Global Bank

UX - Liquidity Management Portal

Information architecture / Taxonomies / Content hierarchy / Journey mapping

Head of UX and Design - **S&P Global Platts**- Nov 2017 – Dec 2017 *2 years*

Built a team from scratch. Bespoke, multi-language internal & customer facing, fully responsive applications & websites, for Information / Workflow Management, & eCom.

Produced the UX & Design Methodology - Evangelising UX / CX - Service & Experience Design. Innovation [A/R]

Head of UX and Design –**DCOE EMEA - HSBC**- Mar 2014 – Oct 2015 *18 months*

Built out the internal UX & design practice, to influence business wide the core values of data driven lean UX. Exploring, understanding and executing experiences that deliver on revenue, growth and loyalty for this giant of the global banking sector.

Hired. Trained. Mentored teams in London, Leeds and Krakow, across visual design, UX, copy and content. Advocate for internal progression by recognising talent and ambition, and also hired into the business. Championing diversity in the workplace. Judge for UX awards hosted by Bunny Foot.

Career Timeline

UX Consultant – Barclays - Jun 2013 – Mar 2014 *10 months*

Discovery & Requirements – Running workshops gathering insight from SME's.
Creating hypothesis and validating with users and the business / Legal Risk compliance.
Personal lending / Mortgages - Decision in Principal / Appointment Booking / Business
Instant Lending. Mobile / Desktop and bespoke Apps.

UX Consultant - Confidential May 2013 – Jun 2013 *1 month*

Big data information architecture. Taxonomies. Content hierarchy.

UX Consultant – Vodafone Feb 2013 – Apr 2013 *3 month*

Investigation of Help & Support for core global markets.
Focus on metrics (Omniture), user journeys, and potential cross channel opportunities.

UX Consultant – The Gate - Feb 2013 – Mar 2013 *1 month*

Heuristic evaluation of existing proposition. Leading discussions to how best provide a
scalable solution incorporating UCD best practice for an Insurance client.

UX Consultant – Hogarth Worldwide Dec 2011 – Feb 2013 *1 year 3 months*

Strategic introduction of UCD, and LEAN UX processes into the business.
Developing and delivering presentations, running workshops, mentoring stake holders; and
raising design profile within the operation. Adding quantifiable value to the business.
Tactical delivery of Discovery / Requirements / Design / Build / Optimisation.
Delivered workflow / asset / approvals management bespoke application.
Pitch work winning new business for the company.

Head of UX – Torex (Now Oracle) Jun 2011 – Dec 2011 *6 months*

Heuristic evaluation of existing propositions. Discovery & Requirements – Running
workshops gathering insight from SME's. Creating hypothesis and validating with users and
the business for various POS systems and applications.

UX – Radical Company – May 2011 – Jun 2011 *2 months*

Discovery and Requirements for new desktop proposition for the Oil Industry.
Wireframes – low res & High.

UX Consultant – IBM – May 2010 – May 2011 *1 year*

UX Consultancy for a variety of clients. BBC / RBS / JP Morgan.
Discovery & Requirements – Running workshops gathering insight from SME's.
Creating hypothesis and validating with users and the business / Legal Risk compliance.

Career Timeline

UX – Chemistry – Jul 2010 – Aug 2010 *1 month*

Social media and email campaigns for a major coffee supplier.
Wires and content

UX Consultant – Profero Jun 2010 – Jul 2010 *1 month*

Facebook App
Wires, Persona generation. User Journeys, interactive design.

UX Consultant – ESP - May 2010 – Jul 2010 *1 month*

Start Up. Social Networking, VOD, online voting, Interactive Design

UX Consultant – Sapient Apr 2010 – May 2010 *1 month*

Pitch for a major American Insurance provider.

CRM Rewards Manager – Harrods Feb 2010 – Apr 2010 *3 months*

Business analysis / Project Management / User Experience for a variety of customer and internal facing processes and products.

UX – AKQA – Dec2009 Jan 2010 *1 month*

Telco project. Information architecture and information design. Leading UE project design from the scoping high level design phase to delivering IA, navigation systems, user journeys.

Multiple roles – British Airways – 1987 – 2009 *22 years*

Marketing and Design Lead ba.com 2004 – 2009

Leading campaigns and content management within ba.com. Introduced capability into the design support function [DRM, CRM, SEO, site Optimisation.] Introduced interactive design into ba.com. Part of the team that contributed to 2 billion GBP in online revenue. p.a.

Technology Business Manager 2000 – 2004

CX / UX / BA / PM for twenty-eight call centres globally. Cut my teeth here in Information architecture and prototyping. Development of call centre applications, support systems and processes - structured to the Amadeus GDS. Managed BCP and Sarbanes Oxley - achieved first ever 100% rating for the dept.

Avionics Aircraft Engineer – Avionic test systems 1987 - 2000

Calibration and recertification to board level for the entire fleet and third-party carriers with whom BA Engineering had an avionics maintenance agreement.