

Resource 1

Date of Birth: 14 - 05 – 1972

Marital Status: Married

Nationality: British

PROFILE

I am a passionate User Experience and Interaction Designer. I am equally at home constructing the user experience, as I am at user journeys/flows/wire frames. I thrive in an environment, where I am able to help build the strategy for the online experience, as well as designing and coding the front-end using the latest technologies.

My approach and work ethic is based around, what the business need to achieve, and what the user wants to achieve. I believe in creating a user experience that is precise, logical, and innovative. Having worked in this field for over 15 years, I have gained skills and experiences that allow me to achieve this.

As a trained Scrum Master, it has taught me much about software development, build cycles, iterations and truly understand the 'nuts & bolts' that come together to build a successful online experience. I am always keen to utilise old and new skills, this is demonstrated in the quality of work I produce and the project deadlines that were successfully meet.

Please view my online portfolio at LinkedIn: <http://www.linkedin.com/in/webtrendz>

KEY SKILLS

NN/g Certified UXC	Certified Design Thinking practitioner	User-centred design/development
Wire framing and prototyping	Web accessibility, usability and branding	Web/App UI/UX Design
Website Design and Implementation	Branding and web presence implementation	W3C compliant designer/developer
Certified ScrumMaster 2006	CMS integration (redDot + bespoke cms)	Search Engine Optimisation

WEB PORTFOLIO

Sky News Arabia App	Barclays Mobile Banking CloudIt App	Barclays PingIt App
Deutsche Bank Autobahn App	FT Mobile App	Lexis Advance™ App
www.nomura.com/	www.tesco.com	www.national-lottery.co.uk
cycleblog.tfl.gov.uk/	www.tfl.gov.uk	www.superstar.co.uk
www.investorchronicle.co.uk	www.theuniformstudio.com/	www.ftadvisor.com
	www.webtrendz.co.uk	

IT AND IS EXPERIENCE

Sketch, Adobe XD, Zeplin, Axure, Balsamic Wireframing, Prototyping, HTML4/5, DHTML, ASP, JSP, PHP, Zend, XSL, XML, XHTML, jQuery, CSS(3), Content Management Systems, TeamSite, SVN, Sareena, Homesite, Dreamweaver, PhotoShop, Fireworks, CAM, CAD, 4GL, Microsoft Office, Lotus Notes, Visio 1.6, Dbase 2, ABC Flowchart, Ms Flowchart, Window 96/97/98/NT.

EDUCATION

2020 - 2020	NN/g	UXC	Passed
2020 - 2020	IBM	Design Thinking	Passed
2006 – 2006	NCL	Scrum Master	Completed
2003 - 2006	Birbeck University (UCL)	LLB Law Degree	Part-Completed (2 yrs)
2000 – 2003	Bhartiya Shiksha Parishad U.P. (BSP)	Bachelor of Commerce	Completed (Part-Time)
2001 – 2001	Sports.com	Master CIW Designer	Completed
2000 – 2000	Sports.com	Web Master (Ms)	Distinction

1998 – 2000	<u>Premier IT</u>	Microsoft Certification	Distinction's (Trainer)
1994 – 1996	<u>London School of Law.</u>	A Levels	Law (A), Constitutional Law (B), Business Studies (C).
1988 – 1990	<u>North London College</u>	City and Guilds	726 Information Technologies. (7 Distinctions)
1985 – 1988	<u>Bullsmoor School</u>	GCSES	Maths, English, Science, Further Science, Geography
		RSA	(TVEI) Technical Vocational Education Initiative (Distinction)

WORK HISTORY

July 2015 – Current

Responsibilities

- **Award Winner** "Best Government App" (2016-2020), "World Government Summit" (2017) & m-Government (2017)
- Devise and implement the UX strategy for RTA apps and websites
- Liaise with Snr management on matters of strategy and processes
- Craft Chatbot design, flow and conversational artefacts
- Develop kiosk strategy and generate UX, assist dev teams on implementation & testing
- Create and document UX processes & methodology
- Stakeholder management for internal & external departments to gather business and user requirements
- Create guidelines and standards to ensure 3rd party vendors and internal department follow
- Lead the team to devise and conduct user research for all channels
- Formalise all UX artefacts for assessments from research to wireframes & user journeys
- Work with design teams to ensure UX is followed
- Advise and assist brand and customer experience on UX matters
- Conducted benchmark on all channels and apps to ensure strands are met
- Conduct product & service design

Senior UX practitioner

<https://www.rta.ae>

October 2013 – June 2015

Responsibilities

- Liaise with business to attain business requirements and create user personas/flows and journeys
- Conduct brain storming sessions with the team to ensure the best user journeys and flows
- Advise and assist management in making decisions on strategy and future development on both web and mobile applications
- Lead Research, Strategy & Development teams on web and mobile projects using AngularJS & JSP as well as latest technology
- Participate in discussions with team members about technical best practices and help teams identify optimal technical solutions.
- Utilise agile methodology and scrum development while instilling the best practices into the process.
- Manage time across multiple projects and tasks in a deadline-driven, team environment.
- Demonstrate an advanced knowledge of web and mobile UX/UI, lead conceptual team
- Deliver best-in-class HTML5/CSS3/JQuery front-end code across a broad array of interactive web and mobile projects.
- Conduct sessions with management and other teams to show latest functionalities and ideas

Senior lead UX/UI practitioner

<http://www.skynewsarabia.com>

October 2012 – September 2013

Responsibilities

- Conduct brain storming sessions & advice on app/web strategy, future development & improvements
- Discuss, analyse & advise business departments to ascertain their needs, requirements & deadlines for projects
- Conduct meetings and fact-finding exercises with 3rd party vendors to create 'statement of works' and agree SLA's
- Convert the business needs into user stories/journeys and User Requirements for 3rd parties and internal teams
- Incorporate an Agile methodology for development and ensuing weekly sprints have a tangible outcome
- Liaise with the UX/UI/Design teams to agree deadlines and processes to ensure project requirements are adhered to
- Liaise with creative director on branding and styling rules for Web/iPhone/iPad/Android app development
- Create low fidelity wireframes from workshops, to ensure business managers understand and gain sign off on functionalities
- Build high-fidelity prototypes with fully functional apps for use on iPhone/iPad/Android as test cases
- Assist in user testing, review findings with the team, integrate user testing findings into updated Prototyped Apps as required

Lead UX/UI practitioner

[Barclays Bank](#)

March 2012 – October 2012

Responsibilities

- Work with the business to ascertain their needs and match them to user requirements for applications on mobile devices
- Facilitate and assist team members to ensure goals/deadlines are met and developed in line with the requirements
- Lead UI/UX teams on matters relating new application & ensure 3rd party teams deliver agreed applications
- Develop and ensure service level agreements are adhered to and present findings to the business managers
- Assist in the planning of improvements to trading apps and other user facing asset management applications
- Ensure all desktop applications comply to style guides and coding practices devised by Deutsche Bank
- Extensive use of jQuery and JQ Mobile to enhance the UI and User Journey for all personas both for IPAD and Web applications
- Liaise with clients and content contributors to ensure the UI's are correctly developed for future content management

User Experience/Interaction Lead

[Deutsche Bank](#) / [HCL Technologies](#)

May 2011 – Feb 2012 (contract)*Responsibilities*

- Construct the UX studio to assist on Research, user journeys, wire-framing and prototyping
- Develop W3C compliant coding in XHTML, CSS, DHTML, XML, XSL, JSP, JPT, Methode CMS, Zend, SVN and jQuery
- Conduct research within the App marketplace & advise the business on stagey, objectives and future app development
- Convert visual designs/wireframes into integrated JSP files, ensuring apps/website perform to agreed standards
- Work with Agile applications/test teams to develop integrated code for the dev, staging and live environments
- Manage external providers and ensure they adhere to SLA and brand guidelines
- Work with offshore teams (Manila/UK) to ensure smooth integration of HTML/CSS/jQuery with ecommerce platforms/systems
- Extensive use of JQuery to enhance the UI and User Journey/experience for all personas

UX Lead/ Front-end Developer**[Financial Times](#)****Sep 2010 – Mar 2011 (contract)***Responsibilities*

- Utilise agile methodology and scrum development while instilling the best practices into the process
- Develop conceptual models, process flows, navigational maps, wire frames and prototypes from requirements
- Create scalable prototypes that can be used to advise the business on the personas and user journeys
- Work with the different offshore (USA/Mumbai) teams to ensure smooth integration of HTML/CSS/JS
- Conduct daily/weekly/monthly sessions with internal/external teams to ensure all teams agree to SOW's
- Engage with 3rd party agencies ensuring code/usability and accessibility compliance to W3C standards
- Design and build scalable User interfaces incorporating UI/Accessibility best practices

UX/UI Lead/Scrum master**[LexisNexis](#)****Aug 2009 – Aug 2010 (contract)***Responsibilities*

- Manage agile application team to develop .NET integrated code for the dev, staging and live environments
- Lead Research, Strategy & Development teams on web and mobile projects
- Work with and develop integration of the corporate CMS (TeamSite) into bespoke applications
- Engage with 3rd party agencies ensuring code/usability and accessibility compliance to standards and SLA's
- Design and build scalable User interfaces incorporating UI/Accessibility best practices
- Work with offshore (Mumbai/Tokyo) teams to ensure compliant coding standards are adhered to and deadlines met
- Liaise with user testing agencies to gain feedback on user testing and make recommendation for improvements
- W3C compliant coding in XHTML, CSS, DHTML, ASP, ASP.NET and jQuery

UI/UX Designer**[Nomura International bank](#)****Aug 2008 – Aug 2009 (contract)***Responsibilities*

- W3C compliant coding in XHTML, CSS, DHTML, ASP, ASP.NET and jQuery on the TfL website
- Work with Agile applications team to develop .NET integrated code for the dev, staging and live environments
- Work with and develop integration of the TfL CMS (RedDot) into bespoke applications & provide assistance/training to Content Editors
- Conduct meetings and help advice managers on improvements that can be made to the TfL website
- Work with procurement and HR teams to engage the right 3rd party service providers to ensure brand and function integrity
- Engage with 3rd party agencies ensuring code/usability and accessibility compliance to TfL standards and SLA's
- Develop conceptual models, process flows, navigational maps, wire frames and prototypes from requirements

Lead User Experience/ UI Designer**[Transport for London](#)****Dec 2007 – Aug 2008 (contract)***Responsibilities*

- W3C compliant coding in XHTML, CSS, DHTML and DOM JavaScript on the new national-lottery.co.uk website
- Lead the UI team ensuring timely completion of components and use cases through the build and test phases
- Created the "UI Sign-off procedure" thus ensuring all code is reviewed and signed off by all the relevant teams
- Participate in workshops with other departments to ensure all business requirements have been met
- Design and build scalable User interfaces incorporating UI/Accessibility standards and best practice, ensure cross browser integrity
- Developed the PHP & Zend framework and then code the new site using PHP (dev only), XHTML, CSS and jQuery

User Experience/UI Developer**[National-lottery.co.uk](#)****March 2007 – Nov 2007 (contract)***Responsibilities*

- W3C compliant hand coding in HTML, CSS, DHTML and DOM JavaScript on the new Tesco.com website
- Interact with customers to help create detailed requirements and design specifications that will shape the solution.
- Build the shopping cart for the Wine Sections of the grocery site
- Interact with other senior consultants to ensure design decisions for individual developers fit within the architecture
- Design and build scalable User interfaces incorporating UI/Accessibility standards and best practice

UI Developer**[IVIS Group \(Tesco.com\)](#)**

Dec 2005 – Feb 2007 (contract)

E-commerce Lead & QA Analyst

Responsibilities

[NCL \(Bahamas\) Ltd](#)

- Hand Coding HTML, CSS, ASP, PHP (Zend), DHTML and JavaScript on the NCL UK, Orient Lines and Star Cruises websites
- Optimise and brand all websites ensuring all content is updated regularly and is found on search engines within 3 pages
- Train staff on CMS and produce relevant documentation for training and assistance
- Liaise with all departments both within Europe and USA on backend systems to gather the necessary requirements
- Participate in system testing to ensure all systems are running smoothly and operates as required

Aug 2005- Sep 2005 (contract)

Web design and SEO Consultant

Responsibilities

[Saatchi-Gallery](#)

- Hand Coding (HTML, CSS, PHP, DHTML and JavaScript) compliant to W3C.org guidelines
- Optimise and brand the official website and all artists and events at The Gallery
- Create effective adverts using Google, overture and other PR agencies
- Ensure The Saatchi Gallery website was on page one of Google for all current artists on exhibition
- Search Engine Optimisation of the corporate website to ensure maximum market penetration on all search engines

April 2005 - Aug 2005 (contract)

Form and design manager

Responsibilities

[PMETB](#)

- Gather requirements from the business for the future development of forms and the website
- Understand the requirements and provide suitable solutions to these requirements
- Design, maintain and optimise the Boards websites as well as create new forms for official use.
- Chair discussions with test and development teams of the Public Health Sector on matters of requirements and data gathering

Oct 2004 - April 2005 (contract)

Digital manager/ GUI designer

Responsibilities

[Vicarage House Business Centre](#)

- Design, maintain and optimise the companies' group of websites and ensure sites are compliant to W3C.org guidelines
- Offer advice and solutions for using new technology when improving the user interface and experience
- Design and develop banners and other advertising promotional items using Photoshop and flash

June 2001 – September 2004 (permanent)

Web design team leader

Responsibilities

[Online Travel corporation/Lastminute.com](#)

- Hand Coding (HTML, XML, XSL, CSS, ASP and JavaScript) ensuring sites are compliant to W3C.org guidelines
- Manage projects and delegate design work effectively across various teams both onshore and offshore
- Create, design and implement web designs and database integration from relevant departments and produce materials accordingly
- Develop and maintain cobrand partner sites i.e virgin, Deckchair, bargainholidays.com and The Times, where branding is the focus

Oct 2000 – June 2001 (contract)

Web Interface Developer

Responsibilities

[Sports.com](#)

- Hand coding HTML, CSS and ASP
- Create and develop new and existing sites from briefs received from marketing and other departments.
- Liaise with the testing, development and design teams on project life cycle and the implementation of new modules
- Create new designs for website layout of new client website using flow charts, story boards and usability guidelines
- Meet with product owners and content contributors to ensure site templates are correctly built for future content editing

Interest And Hobbies

My sporting interests include Football, Squash and Cricket. I have been on the winning football team on many occasions as captain of a 5 a-side team for two years. I have helped arrange fund raising events for many organisations such as Cancer Research, Child line and the NSPCC.

References available on request.