Anthony Davies – User Experience Designer / Information Architect

Approach
After analysis of business goals and user needs my focus is to design solutions that ensure that the right content, features and functionality are presented in the right place at the right time in the right way, thereby helping to ensure the delivery of highly useful, usable, appealing and engaging digital experiences.

Methodologies
- Research & discovery (user task analysis, business goal prioritisation, usage stats, competition analysis etc.)
- Stakeholder interviews/workshops
- Collaborative brainstorming / sketching with a focus on feature usefulness and usability
- Lean UX approaches including collaborative sketching with creative/visual designers
- Full cycle user centred design (UCD) process (user insight, personas, requirements, journeys)
- Regular design review meetings with business & on-shore/off-shore development teams
- Lab based, onsite (and occasionally remote) usability testing / user feedback

Deliverables
- Personas, user journeys/task flows, site maps (& other documentation to help inform as required)
- Cross device UI & interaction design presented via annotated wireframes/visual designs/sketches
- Clickable prototypes
- Navigation design and labelling
- Visualisation of charts, graphs and complex data
- Web focused copy guidance
- Discovery / insight reports
- User testing summary report and recommendations

Relevant skills
- Responsive design, app design.
- Appreciation of visual design (with some practical experience)
- Appreciation of web based accessibility practice and principles
- Working knowledge of HTML5, CSS, Javascript, AJAX, & server-side practicalities

Tools
- UX documentation - Omnigraffle, Visio
- Prototypes – Axure, InVision
- Graphical elements - Adobe Fireworks

Projects

UX designer – Havas Work Club, Axe & Bottle Court, 70 Newcomen Street, London, SE1 1YT
(Feb 2015)

UX design of several key aspects of a sports related native Android app being produced for the global audience of a key client including:

1) On-boarding tutorial
2) Prizes/rewards section
3) Home screen dashboard
4) Navigation

Deliverables: combination of sketched and digital wireframes following collaborative white board sessions with Creative and Tech leads.

UX designer - Syzygy, The Johnson Building, 77 Hatton Garden, London EC1N 8JS
(Oct – Nov 2014 & Jan 2015)

Responsive UX design work on 3 projects for a well known car manufacturer for their Asian and European markets. The work involved user journey analysis and optimisation as well as the resulting wireframes for the following:

1) Re-design of core form based user journeys (e.g. book a test drive)
2) Re-design of a 'How to' help section providing access to videos and documents
3) Pitch work on a 'Find your ideal car' configurator concept.

UX designer - Edelman, 105 Victoria Street, London, SW1E 6QT
(Sept 2014)

Production of 7 personas, user journeys and a sitemap for a forthcoming global commemorative campaign website. Also directed supporting research resource to ensure persona authenticity.

UX designer - Fitch, 121-141 Westbourne Terrace, London W2 6JR
(June – July 2014)

Design and production of a clickable prototype (using Axure) plus specification for an omni-channel retail mobile phone app for an international retailer created to enhance customer engagement & loyalty both online and in-store.

UX designer - WCRS, 60 Great Portland Street, London W1W 7RT
(April – June 2014)

Lead onsite client workshop and UX design activities (sitemaps, collaborative sketching, wireframes, user testing) for the redesign and amalgamation of the 2 core RAF recruitment websites (Regulars & Reserves) into one streamlined responsive entity.

UX designer - Maverick, 21 St Thomas Street, London SE1 9RY
(March 2014)

Site maps and wireframes (responsive designs) for the redesign of 2 websites for the Government of Gibraltar.

Paternity break
(January – February 2014)

UX Architect (Associate Director) – DigitasLBi, 146 Brick Lane, London E1 6RU
(May 2013 – December 2013)

Wide ranging UX design activities for multiple clients, projects and devices including:

1) **Energy sector**
   - Multi-device type designs for an online Smart Meter installation booking tool for B2C customers.
   - Design updates (responsive) to the B2C section of main website to incorporate new consumer focused information display regulations.
   - Review and recommendations for improvement of the information architecture of the client's UK website.
   - Recommendations for re-work of 6 core B2C user journeys for the main UK website (including onsite client presentation).
   - Design of a responsive design solution for a new product type (including responsive tables).
   - Brain storming and initial concepts for a redesign of the main B2C online account management home page.

2) **Pharmaceutical sector**
   - UX benchmarking project to measure & compare 14 distinct online offerings to help the client understand their current competitive position plus areas of opportunity in their sector.
   - UX audit of a clients' catalogue of 20 websites to give them improvement requirements insight.
   - Production of wireframes (responsive design) for a new section of an existing website to provide nurses with key information relating to a new drug.
   - UX design input into the creation of (responsive) product focused info-graphics.

3) **Car rentals sector**
   UX design input by way of collaborative sketching with visual design team members of new (responsive) car hire booking interfaces.

4) **Banking sector**
   UX design (responsive) for the corporate website for a major high street bank's corporate website including focused efforts on mobile navigation design to support a deep information hierarchy.

UX designer – Razorfish, 23 Howland Street, London, W1A 1AQ
(May 2013)

1) **Blackberry Facebook campaign** (desktop & mobile).
   - My deliverables: user journeys & wireframes.

2) **McDonalds Smoothies (product launch) campaign** (desktop & mobile).
   - My deliverables: user journeys & wireframes.

UX designer & website producer of a responsive website for a thriving sports & fitness club in South London.
(April 2013)

Responsible for the selection, design and implemention of a responsive CMS based website (Wordpress) to ensure that the club management can manage the content themselves and that the website reflects the brand and presents favourably on desktop, tablet and mobile devices.

UX designer (Lead) – new ecommerce business venture in the luxury fashion space. London
(Jan 2013 – Mar 2013)

Working with the founder on conceptualising and designing a tablet and mobile phone focused ecommerce portal to facilitate superior levels of customer experience for global customers.

UX designer (Lead) – Dr Foster Intelligence, 12 Smithfield Street, London EC1A 9LA
(Oct 2011 – Dec 2012)

Dr Foster intelligence (DFI) is the UK's leading provider of **online informatics to the NHS** (and other health based organisations). They are best known for their annual hospital guide which shines a light on the clinical performance of the nation's NHS hospital trusts.

My role involved leading on all design related aspects for the following B2B focused projects:

1) **Redesign of the company's flagship 'quality of care' informatics tool** - full UCD project life cycle starting with detailed discovery phase including user needs analysis (based on face to face customer meetings), online survey, quantitative & competitor analysis. Regular (bi-weekly) deliverables included UX specification documentation comprised of sitemap, core user journey flows, and annotated visual designs for all aspects of the new tool. Conducted 2 rounds of usability testing/customer feedback with accompanying summary report including future design roadmap recommendations.

2) **Design (UX & visual) of a clinical performance dashboard** enabling hospitals to get an at a glance view of their clinical performance in terms of quality of care, efficiency and market share. This dashboard is now used by many NHS hospital trusts.

3) **Internally focused discovery phase** for the re-imagining of DFI's clinical efficiency informatics tool. Senior stakeholder interviews as well as analysis of current tool usage culminated in the delivery of a summary report.

4) **Customer insight phase** to help determine the best approach for an online informatics tool aimed at the new clinical commissioning groups (CCGs). Involved customer interviews, recommendations and first draft dashboard design.

UX designer (Lead) – HSBC, 8 Canada Square, Canary Wharf, *E14* 5HQ
(July 2009 – July 2011)

Lead design resource on a multi-million pound re-design project to convert the investment bank's (Global Banking & Markets) global CRM into an Adobe Flex (v4.0) based RIA.

Responsible for all design related tasks including:

- Global discovery phase with task based analysis
- Information architecture
- Wireframes, visual design, interaction design, UI design for all unique pages/views/functionality
- Style guide creation
- Usability best practice

- Usability testing and refinement
- Regular business stakeholder design workshops/review meetings
- Triweekly global design walk through (teleconference) meetings with business & development teams

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Information Architect - Dare Digital Ltd, 13-14 Margaret Street London, W1W 8RN
(Mar 09 – Jun 09)

1) Barclaycard - online directory of Barclaycard merchants for card holders – UX design of an online directory of Barclaycard merchants to provide merchants with a potentially lucrative place to promote their product, services, and offers to a receptive audience of Barclaycard holders who would in turn have access to a wide range of offers and discounts combined with other financial incentives. Delivered a User Experience Specification document including user journeys and corresponding clickable wireframes (prototype).

2) Barclays - "Saving in a recession" section for Barclays.co.uk - the creation of a new section within Barclays.co.uk to allow Barclays to promote a range of "recession friendly" products and services to a highly wary consumer market. The proposed solution included both industry expert and consumer testimonial videos and was designed in such way as to conform to Barclays' new page template layout. Delivered a User Experience Specification document including user journeys, site map, wireframes.

3) Sony Ericsson - 2010 FIFA World Cup sponsorship site – this ground breaking site was to sit within the framework of Sonyericsson.com. As a sponsor of the 2010 FIFA World Cup, Sony Ericsson are keen to provide world cup fans from around the world with a single source of World Cup related information, games, competitions, videos, applications etc (effectively bringing the World Cup to fans and allowing them to show support for their team no matter where they are in the world). Delivered a User Experience Specification document including personas, user journeys, wireframes.

4) Sony Ericsson - re-design of local country home page and other aspects of SE.com - responsible for a key element of the re-design of Sonyericsson.com - the local country home page. This page template serves as the entry point to Sonyericsson.com's regional/country sites and therefore needed to be flexible enough to accommodate the varying volumes and types of content that each local market would require.

It was important that the new local home page design presented Sony Ericsson's core product and services offering in an engaging and easy to interpret manner at the same time as reflecting the innovative and fun loving themes within the Sony Ericsson brand. Delivered a User Experience Specification document including personas, user journeys, site maps, wireframes.

5) Sony Ericsson - community site for mobile phone application enthusiasts – the creation of a community based website (Sony Ericsson 'Playground') to bring independent mobile phone application developers and consumers together. The site facilitates interaction between the 2 groups by encouraging users to propose ideas and requirements that developers can then translate into mobile apps. Ideas and apps can be commented on and rated by the online community, and successful apps will be made available for sale on the site. Delivered a User Experience Specification document including personas, user journeys, wireframes.

6) Vodafone - promotional page for a new business phone (HTC Touch Pro 2) - the UX design of a promotional landing page for a newly released business phone - the HTC Touch Pro 2. The page was designed to provide an engaging interactive experience to encourage a high level of uptake by consumers.

The page also needed to factor in strategic input from a 3rd party SEO company. Delivered a User Experience Specification document comprised of wireframes which also suggested a visual design direction.

Information architect - Hyper Happen, 2nd Floor 159-173 St John Street London EC1V 4QJ
(Feb 08)

Design of a new section of vinspired.com. Production of wireframes to inform the design of a section of the vinspired.com website (which facilitates volunteering for 16-25 year olds in England).

Information architect - Duke interactive, 11 Wardour Mews, London, W1F 8AN
(Feb 08)

Tender response for the redesign of the leading independent global audience and content network provider. Production of wireframes for the site's high impact pages (home page, advertisers' starting page, and publishers' starting page).

UX designer - Think Ltd, 1st Floor, 8-14 Vine Hill, London, EC1R 5DX
(Aug 08 – Dec 08)

1) Bupa (redesign of Bupa.co.uk and Bupa.com) – conducted discovery workshops with Bupas' UK Health Insurance, Care Services, and Health Information business divisions, to identify and explore business goals and objectives as well as core user needs. This process enabled me to produce and refine 3 x User Experience Specification documents which set out the site structures, page types, and page modules. These designs were then fully visualised and used to inform the creation of a new CMS driven solution for Bupas' UK web presence (eventually to be rolled out across Bupas' global network of websites).

2) Bupa (Health management web portal) - produced User Experience Specification document (including site map, wireframes, personas, user journeys) which formed the basis for the design and development of a website to allow Bupa customers to carry out online health assessments, find out about a new state of the art Bupa Health Centre, book and pay for full physical health assessments online, manage certain aspects of their health online, find out about and purchase 3rd party health programs. This site is featured in a national TV and print advertising campaign (bupa.co.uk/healthcheck).

Information Architect - Publicis Group UK, 82 Baker Street, London, W1U 6AE
(Jul 08 -Aug 08)

1) LG Phones (Retail Portal) – produced User Experience Specification document (including Site map, Wireframes, Personas, User Journeys) which formed the basis for the design and development of a website to allow staff within retail outlets and call centres to learn about, answer questions on, sell, LG's rapidly expanding range of mobile phones. This work included the design of a 3D demo and also an online phone simulator (allowing users to learn how to use complex aspects of the phone).

2) LG Phones (Photo sharing site) – produced User Experience Specification document (including Site map, Wireframes, Personas, User Journeys) which formed the basis for the design and development of a community based website to allow LG to promote the photo taking and sharing capabilities of their phones. The essence of the site is that users upload media for display/comment/rating by the wider community, and each month the owners of the most popular images are rewarded.

3) Children's Workforce Development Council – produced User Experience Specification document (including Site map, Wireframes, Personas, User Journeys) which formed the basis for the re-design and development of a key section of the CWDC's website. This work was to enhance the promotion of the Early Years Professional Status (EYPS) program which focuses on improving the standard of teaching and care given to children under 5 in the UK.

UX Architect – Conchango, 36 Southwark Bridge Road. London, SE1 9EU, UK
(May 08 - Jun 08)

1) Sophos – undertook a requirements discovery exercise involving a mixture of face to face and telephone interviews with 18 Sophos stakeholders and partners based in the UK, Continental Europe and USA. The deliverable for this work was requirements analysis documentation including 6 personas with user journeys.

2) Virgin Atlantic Airways – produced wireframes to facilitate the enhancement of the airline's flight booking management system as well as for a key element of the booking process on the customer facing website.

3) Barclaycard – part of a team of 3 (based on client site at Canary Wharf) working on the production of a site map and wireframes during the initial stage of a project to redesign the account management section of Barclaycards' consumer facing website.

Information architect - The Team, 30 Park Street, London, SE1 9EQ
(April 08)

Involved in several aspects of a tender response document for a ground breaking multi-million pound NHS re-design project. My main focus was the production of a site map based on features and functionality identified following detailed persona analysis.

Information architect – Publicis, 82 Baker Street, London, W1U 6AE
(Feb - Mar 08)

1) British Army – design of a website to enable the British Army to provide teaching resources to schools and colleges. The website was to provide password protected access to school curriculum based learning resources for teachers and will include a searchable database of both downloadable and interactive content. Delivered a User Experience Specification document including user requirements, site map, and wireframes.

2) British Army - Creation of an intranet to help Army Career Advisors in their day to day dealings with schools and colleges. Based on Microsoft Office Sharepoint Server 2007 (MOSS) the site provides access to

a range of resources that can be used in the production of presentations and other marketing activities. The intranet also provides community aspects such as forums and message boards to encourage the exchange of information between career advisors. Delivered a User Experience Specification document including user requirements, site map, and wireframes.

Information architect – Endemol, Charecroft Way, Shepherds Bush, London W14 0EE
(Sep 07 – Feb 08)

1) UGC, community (web 2.0) website for the BBC - creation of a ground breaking community based website to be supported by BBC TV programming. The site is centred around user generated content, mainly in the form of pre-recorded video, images, blogs, and comments. There was an emphasis on live video streaming, voting and rating.

Responsible for the creation of User Experience Specification documentation including personas, site map, and wireframes detailing features and functionality of the site, pages, & movie players. Set up, moderated, and managed on-site usability testing (including the production of a clickable proto-type) through to implementation of resulting design updates. Supported the project production phase through to launch.

2) Scoping workshops for Stan James' Sportsbook - part of a team of 5 who travelled to Stan James' head office in Gibraltar to conduct a 2 day scoping exercise with the aim of agreeing a site re-design strategy. The workshops involved identifying the core user types and exploring features and functionality that would optimise the user experience for these users. Responsible for the production of a document detailing high level site re-design recommendations.

Information architect – Publicis, 82 Baker Street, London, W1U 6AE
(Aug 07 – Sep 07)

1) Re-design online calculator tools for the FSA - creation of wireframes for the re-design of online mortgage, budget and loan calculator tools for a Financial Services website. The main driver for the project was to re-design these tools so that they could be syndicated to other websites. A key objective was to ensure that the tools could render at a fixed dimension, separate from the design structure of their host site.

2) Extranet for the British Army - creation of wireframes and site map for the design of an extranet application for the British Army. The application involved the customised implementation of Microsoft Office Sharepoint Server (MOSS) 2007 to allow the Army and some of it's key service providers to participate in an online document workflow.

3) Design campaign website for New Look Retailers Ltd - creation of wireframes for a Flash based site involving a complex clothes selection 'look book' application that would allow the user to create their ideal 'look' and enter it into a competition. A key challenge for this project was to create a usable interface and ensure that key usability aspects were maintained during site production.

UX consultant – Wunderman, Greater London House, Hampstead Road, NW1 7QP
(Jul 07)

1) Re-design community site for Ford Motor Company Ltd - production of a user experience specification document which includes sitemap and wireframes for the re-design of a Ford interactive community website used as part of a specific sponsorship agreement. The site includes UGC content as well as videos, surveys, and competitions.

2) Re-design European micro-site for Samsung - re-design of European B2B website for Samsung Electronics Co Limited with a focus on enhanced usability. Created user journey flows, wireframes and site map, culminating in a single user experience specification document including accessibility and browser compatibility guidelines.

Information architect – Fidelity International, Kingswood Fields, Millfield Lane, Lower Kingswood, Tadworth, KT20 6RB
(Dec 05 – Mar 07)

1) Re-design fund search & selection application - the redesign of Fidelity's investment fund search and selection application to provide enhanced usability and new search functionality (some of it AJAX based) for 3 main user types.

This project involved the implementation of user centred design methodologies such as creation of personas/user scenarios, conversion of user needs to user tasks and then on to application design, 2 rounds

of lab based user testing, as well as many web based meetings and design analysis with personnel from Fidelity's US based design group - Fidelity eBusiness (FeB). Supported the project production phase through to launch.

2) Re-design 2 core sections of Fidelity's UK B2C website - the amalgamation of 2 sections of Fidelity's UK B2C website whilst at the same time selecting, refining, and then implementing newly designed CSS based content management system (CMS) templates.

This project ran in tandem with the redesign of Fidelity's fund research and selection application as described above and so also involved user centred design methodologies and working closely with Fidelity's US based design group - Fidelity eBusiness (FeB). Supported the project production phase through to launch.

3) Usability and accessibility enhancements to UK B2C website - the implementation of usability and accessibility enhancements to Fidelity's 500+ page UK B2C website. Best practice usability and accessibility was applied on a site wide basis based on detailed findings presented within a specialist 3rd party report.

Education & training

BA Business Administration - University of Wales, Institute Cardiff
(Sep 88 - Jun 92)

CompTIA's I-Net+ internet technology foundation course
(Oct 01-Nov 01)

The Computing Technology Industry Association's wide ranging course giving a solid grounding in core internet technologies

Certified Internet Webmaster (CIW) Design & E-commerce Program
(Dec 01-Jan 02)

CIW is one of the world's leading Web Design/E-commerce training programs

Interpersonal business skills

- Ability to absorb client requirements and produce a solution that exceeds expectations
- Creative approach to solving both design and project based problems
- Understanding of corporate identity, stakeholder management, internal politics management, and the importance of marketing and branding.
- Experience of sales, marketing, account management, project management

Recommendations

Rob Hudson, Director of Operations, Think Ltd

"Anthony provided us an excellent service in delivering two high profile Web projects for BUPA as a key part of the TH_NK design team. His engagement and facilitation skills on top of his innovative, dedicated and professional approach to his work and profession ensured we delivered great value to the client. I would recommend Anthony to anyone who is looking for leadership in the field of Information Architecture and Experience Design."

Mark Bell, Digital Planning Director, Dare Digital Ltd

"Anthony has a wealth of knowledge that allows him to have a true understanding of what it means to create a successful online experience. He can be trusted with confidence to take ownership of a projects large and small and deliver them to an incredibly high standard."

Jordan Norris, Head of Digital, Connections Recruitment Ltd

"Anthony is a genuinely nice guy who is always happy to help. We have been lucky enough to have had Anthony represented us at 4 different clients over the last couple of years – The feedback has always been excellent. He is expert in his field and I would have no hesitation is recommending him."

Personal details

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