

apathofbravery.com *web*
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As a **UX Architect**, I've worked with companies for over 15 years to improve the experience people have with their products and services.

It's my job to observe and talk to people. Understand their needs. Create or change something. Test it and make tangible improvements for the business and users.

WHAT I DO

- UX Leadership & Strategy
- User Research
- Information Architecture
- Interaction Design
- Service Design
- Usability Evaluation

WHO I'VE WORK WITH

Department for Education (DfE), Department for International Trade (DIT), Department for Work & Pensions (DWP), Transport For London (TFL), Smart Energy GB, Zurich Insurance, Sky, Metro Bank, PizzaExpress, Driving Standards Agency (DVLA), British Library, Ministry of Defence (MOD), Sheffield Council, Tower Hamlets Council

EDUCATION

MSc Human-Computer Interaction Design

City, University of London, England

BA Graphic Media Communication

Bradford University, England

RECENT WORK & PROJECT HISTORY

2019 - 2020

Lead UX Consultant Department for Education (contractor)

Project: UK Teacher job platform and listing service

- Coordinated UX team efforts.
- Set digital product and service strategy.
- User search behaviour analysis.
- Thematic analysis of discovery phase research data.
- Iterative mobile prototyping within agile teams.
- Facilitated multi-discipline design thinking workshops.
- Defined product and feature level success metrics.

Achieved: Ongoing highlights include improved SEO awareness with significant search and information architecture iterations.

2018 - 2019

Lead UX Consultant Department for International Trade (contractor)

Project: Brexit dependent digital service

- Defined interaction design and information architecture across 20+ agile sprints.
- Facilitated requirement gathering workshops to dictate digital product strategy.
- Conducted remote international research sessions.
- Helped the client understand and define complex networks of users.
- Planned, facilitated and analysed multiple usability evaluation sessions.
- Thematic analysis of research data, which fed into agile development sprints.

Achieved: Highlights include the replacement of manual "offline" team tools within a new cross-government digital service, whilst highlighting challenges of parallel "offline" collaborative work processes within the service.

2017 - 2018

Lead UX Consultant Department for International Trade (contractor)

Project: Data Dashboards

- Coordinated UX team efforts.
- Conducted research with stakeholders and service users.
- Facilitated usability evaluation of prototypes.
- Thematic analysis of research data, which fed into agile development sprints.
- Iterative prototyping within agile teams.

Achieved: Highlights include the reduction of service onboarding issues for users and improved workflow of service staff within key tasks, amongst other objectives.

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RECENT WORK & PROJECT HISTORY (continued)

2017

User Researcher Smart Energy GB (contractor)

- Planned and defined research objectives.
- Facilitated usability testing of a within-subjects comparison experiment.
- Synthesised research data into an iteration strategy for the client.

Achieved: Improved content comprehension and task efficiency for key products.

2014 - 2016

Lead UX Consultant Department for Work & Pensions (contractor)

- Conducted collaborative on-site ethnographic research with stakeholders and service users.
- Facilitated usability evaluation of prototypes.
- Constructed service blueprints from distributed cognition within the service.
- Thematic analysis of research data, which fed into agile development sprints.
- Iterative prototyping within agile teams.

Achieved: Highlights include the reduction of service onboarding issues for users and improved workflow of service staff within key tasks, amongst other objectives.

2014

Senior UX & Service Design Consultant We Are Experience

- Provided UX consulting for a number of clients, covering the user-centred research and design process.
- Synthesised research into functional design strategy.
- Defined product opportunities and usability issues with expert reviews, competitor analysis and ideation workshops.
- Prototyping of mobile and responsive applications.
- Audit and restructure of complex information architecture.

Achieved: Several client objectives including the articulation of issues within complex internal systems for TFL and the improvement of navigational structures within e-commerce websites.

2010 - 2013

Senior UX Designer Technophobia

- Provided UX consulting for a number of clients, covering the user-centred research and design process.
- Formulated and drove UX strategy and vision within design team and company.
- Synthesised research findings into recommendations and actionable results.
- Validated the effectiveness of designs through research and usability studies.
- Facilitated collaborative workshops with Stakeholders, Development and Users.

Achieved: The iteration and launch of online banking for Metro Bank enabled customers to complete banking tasks easier and faster than before. As Lead UX Designer, I infused user-centred methodologies into the full development process.

Earlier work history available on request.