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As a **UX Architect**, I've worked with companies for over 10 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

- Strategic UX
- User Research
- Information Architecture
- Interaction Design
- Usability Evaluation

WHO I'VE WORK WITH

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 HISTORY

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 meaningful 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.