





Experience		Highlights
1 year+	<div><b>Contracting: Design Lead &amp; Strategist</b></div> <div>Design Lead shaping product &amp; strategy, as well as hands on UX/UI design. Some highlights include a crypto startup helping the Founder/PO shape the product experience vision and translating into workable structure and UX design. Other examples include digital business strategy consultation, design &amp; build within tight budget for an infrastructure company.</div>	<div><div>✓ Startup experience: crypto industry</div><div>✓ User research &amp; concept shaping</div><div>✓ Ideation, CX mapping, UX &amp; UI</div><div>✓ Product design &amp; strategy</div><div>✓ Eliciting business requirements &amp; needs</div></div>
2022		
1 year May 2021	<div>👨‍👩‍👧 <b>Family:</b> Short career break to welcome the arrival of my son...easily my most challenging role so far</div>	<div>Explored interest areas: Blockchain Crypto &amp; ML/AI</div>
6 years	<div><b>Global Lead UX &amp; Design Manager</b> <span>Wealth &amp; Insurance </span></div> <div>I led the Wealth &amp; Insurance (W&amp;I) design team and became 1 of 8 in the HSBC global design leadership team, responsible for strategy, vision, processes, tools and culture for design as a discipline across the bank.</div> <div>Starting as the only designer in W&amp;I, I grew a team, leading 15+ permanent designers based in Hong Kong, UK and Canada, designing experiences within cross-functional agile pods, across a broad suite of W&amp;I products and features.</div> <div><div><div>Responsive web</div><div>Native iOS / Android</div><div>Secure Banking</div></div><div></div></div> <div><div>Design tools include: Sketch, Figma, Axure RP, Invision, Marvel, Omnigraffle, Adobe CC, Flinto</div></div> <div><div><div>WIDE RANGING EXPERIENCE DESIGN</div><div>UK - FRANCE - HONG KONG - CHINA - CANADA - INTERNATIONAL</div><div><div><div>NOVICE USER</div><div>EXPERT USER</div></div><div><div>Financial Planning</div><div>Robo Advice</div><div>Investment Funds</div><div>FX</div><div>Stock Trading</div><div>Life Insurance</div><div>Medical Insurance</div><div>Travel Insurance</div><div>Endowment</div><div>Expat</div></div><div><div>Highly emotive</div><div>High complexity</div></div><div>EDUCATIONAL</div><div>TRANSACTIONAL</div></div></div></div> <div><div><div>USER RESEARCH &amp; TESTING</div><div>★ huge turnaround</div><div>From zero user research / testing, to establishing:</div><div><div>✓ UX research &amp; testing strategy</div><div>✓ Iterative user validation, starting earlier</div><div>✓ Qualitative lab / quantitative (&amp; guerrilla) testing</div></div></div></div> <div><div>✓ Process for UX &amp; Design team</div><div>✓ UX SME for W&amp;I design</div><div>✓ Product/Service Design &amp; strategy</div><div>✓ User research &amp; test strategy</div><div>✓ Pragmatic problem solving</div><div>✓ Influencing &amp; supporting stakeholders</div><div>✓ People leadership &amp; mentor</div><div>✓ Product / CX vision &amp; mapping</div><div>✓ Evangelist of UX best practice</div></div>	
2015		
2 years	<div><b>UX Designer</b> <span>first direct M&amp;S </span></div> <div>An integral part of the internal design team, in direct competition with external agencies, I created user experiences for HSBC Group brands across native mobile apps and responsive; such as optimising personal loan sales journeys and online / mobile core banking services and features.</div> <div>Relevant courses: Agile &amp; scrum — UCD/Ethnography &amp; Design — G.Service Jam — UX Strat</div> <div>User empathy and problem solving were essential within a restrictive and highly regulated industry, with many legacy system challenges.</div>	<div><div>✓ UX Sketching and User Flows</div><div>✓ Wireframing user journeys</div><div>✓ Optimisation: analytics &amp; A/B testing</div><div>✓ Usability testing &amp; iteration</div><div>✓ Personas / user insights</div><div>✓ Stakeholder management</div><div>✓ Communicating designs</div></div>
2013		
1 year	<div><b>Digital Innovation Analyst</b> <span></span></div> <div>Concept ideation, exploring features &amp; services HSBC could integrate. Included strategic recommendations and UK lead for global initiatives.</div>	<div><div>✓ Produce &amp; use cust Insights</div><div>✓ Feasibility studies</div><div>✓ Ideation / concept design</div></div>
2012		
4 years	<div><b>Digital Project Manager &amp; Analyst</b> <span>first direct</span></div> <div>Successfully managed and delivered multi-platform digital projects. Led complex, multi-million flagship initiatives to deliver increase sales (targeting, optimisation &amp; personalisation)</div>	<div><div>✓ Requirements elicitation (ISEB certified)</div><div>✓ High level &amp; detailed analysis</div><div>✓ Planning &amp; issue resolution</div></div>
2008		
4 years	<div>🎓 <b>Education:</b> BSc Hons Business Information Technology (Staffordshire uni) - 4 yr course</div>	<div>✓ 1 yr industry placement (Norgren Inc)</div>
Interests:	<div>🎧 I'm a songwriter / musician and have self released 3 EP's. I'm a qualified Pro Tools Operator (recording) and mix / produce music.</div>	