

# User Experience Designer

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I am extremely passionate about my career in user experience design for digital interfaces. I have a BSc degree in multimedia and 5 years commercial experience designing and developing usable web interfaces for desktop and mobile devices. My technical understanding and experience in web development allows me to design intelligently and empathise and collaborate with designers and developers. I have background experience in marketing which gives me an appreciation for process driven new product development. My user experience skills extend to task analyses, user persona definitions, user interaction mapping, usability specifications, style guidelines, prototyping, wire framing, usability tests and heuristic evaluations. I continually keep up to date emerging skills, techniques and technologies in my field and apply these where appropriate.

## Experience:

September 2010 to current

**Ondemand!, London**

*User interface developer / User experience designer*

### Technical skills:

XHTML MP 1.0 & HTML 5  
CSS 1, 2 and 3  
Compass CSS  
Native JavaScript & jQuery  
JSON and AJAX  
JSTL  
Apache Tiles

### Software:

Balsamiq wire framing  
Axure wire framing & prototyping  
Adobe Illustrator and Photoshop  
Eclipse IDE  
Socketbug mobile debugger  
Google analytics  
SVN versioning system  
WURFL data repository  
Wireshark network protocol analyser  
Bare Tail log monitoring tool  
Fiddler web debugger  
Jira

### Projects:

3UK mobile phone website  
Inview set top box application

I have been an evangelist for a formal product development process that clearly identifies project requirements, implements an agile culture for development and endeavours to use lean UX principles. I have written user persona definitions, product task analyses, usability specifications and style guidelines. I have produced wire frames and prototypes for mobile, desktop and set top box devices and have conducted my in-house do-it-yourself usability tests for mobile websites. I was responsible for all front end development for multiple devices. The websites are built on a Java platform and uses Apache Tiles to manage device variants. Projects are managed using Agile project management techniques and are maintained using SVN versioning.

*[absoluteorange.com/showcase/Ondemand](http://absoluteorange.com/showcase/Ondemand)  
[mobile.three.co.uk/935a/portal-web/whats-hot](http://mobile.three.co.uk/935a/portal-web/whats-hot)*

January 2010 to June 2010

**Virgin Media, London**

*User interface developer*

**Project:**

Virgin Media Shorts website

**Technical skills:**

XHTML  
CSS 1, 2 and 3  
PHP CodeIgniter  
jQuery & plugins  
JSON and AJAX

**Software:**

Adobe Photoshop  
Eclipse IDE  
SVN versioning system

I was responsible for all aspects of user experience interaction and user interface development on the Virgin Media Shorts website. I worked from wireframes produced by the information architect and often prototyped functionality to ensure that it met design requirements.

The desktop website is built on PHP CodeIgniter platform and uses Symphony XML queries to extract data from the CMS and database. Web pages are standards compliant, browser compatible and platform compatible XHTML and CSS. Progressively enhanced jQuery and Ajax improves the user experience.

The website is managed using Agile project management techniques and maintained using SVN versioning.

[www.virginmedia.co.uk](http://www.virginmedia.co.uk)

[absoluteorange.com/showcase/Virgin Media](http://absoluteorange.com/showcase/Virgin%20Media)

[www.virginmediashorts.co.uk](http://www.virginmediashorts.co.uk)

October 2009 to January 2010

**Big Fish, London**

*Front end web developer*

**Projects:**

Clipper Teas website  
Biscuiteers website

**Technical skills:**

XHTML  
CSS 1 and 2  
PHP CodeIgniter  
Native JavaScript & jQuery  
JSON and AJAX  
XML  
MySQL

**Software:**

Adobe Photoshop  
Eclipse IDE  
Net Beans IDE  
SVN versioning system

I worked on the Magento e-commerce platform which is used to integrate e-commerce into client websites. The Magento platform is built on PHP (Zend framework) and XML. I created custom modules for required functionality that did not form part of Magento core.

[www.bigfish.co.uk](http://www.bigfish.co.uk)

[absoluteorange.com/showcase/Big Fish](http://absoluteorange.com/showcase/Big%20Fish)

[www.clipper-teas.com](http://www.clipper-teas.com)

November 2009 to December 2009

**British library, London**

*User interface developer / User experience developer*

**Project:**

UK Web Archive website

**Technical skills:**

XHTML  
CSS 1 and 2  
jQuery

**Software:**

Adobe Photoshop & Illustrator  
Eclipse IDE

I was allocated 5 weeks to improve the website to be user focused, web 2.0, standards compliant, browser and platform compatible and to better communicate the UK Web Archive brand.

I spent the first two weeks on task and user analysis and understanding the management and

curators objectives for the website. I implemented paper prototyping to test the proposed search solution and designed wireframes for final approval. I spent one week on design and templating of pages, two weeks on development and implementation and used the final week to test the website using usability testing and informal heuristic evaluation.

The website is built on a Java platform using Freemarker templates, XHTML, CSS and jQuery.

[www.webarchive.gov.uk](http://www.webarchive.gov.uk)

[absoluteorange.com/showcase/British Library UK Web Archive](http://absoluteorange.com/showcase/British Library UK Web Archive)

February 2009 to May 2009

**BT Fresca, High Wycombe**

*User interface developer*

**Technical skills:**

XHTML

CSS 1 and 2

jQuery

**Software:**

Adobe Photoshop & Illustrator

Eclipse IDE

**Projects:**

TJ Hughes website

Annoushka website

I worked on the development of the account and checkout pages implementing standards compliant, browser and platform compatible XHTML and CSS pages. The websites are built on a Java platform. Web pages use JSTL and Apache Struts, XHTML and CSS 1, 2 & 3. Pages are progressively enhanced using OO jQuery and AJAX with an emphasis on implementing sound accessibility techniques.

[www.btexpedite.com](http://www.btexpedite.com)

[absoluteorange.com/showcase/BT Fresca](http://absoluteorange.com/showcase/BT Fresca)

[www.annoushka-jewellery.com](http://www.annoushka-jewellery.com)

[www.tjhughes.co.uk](http://www.tjhughes.co.uk)

January 2008 to January 2009

**Rocklands Boulders, Cape Town**

*Web developer*

**Technical skills:**

XHTML

CSS 1 and 2

jQuery

JSON & AJAX

PHP CodeIgniter

MySQL

**Software:**

Adobe Photoshop & Illustrator

Eclipse IDE

**Project:**

Rocklands Boulders website

Having identified an opportunity for producing a website to provide prospective international visitors with information about travelling to and climbing in Rocklands as well providing an online booking system for the hiring of bouldering mats, I was entirely responsible for the design, build and content management of the website. The booking system uses a jQuery AJAX calendar and is integrated with PayPal for online payments. The website is built on a PHP CodeIgniter CMS with a MySQL database. Web pages are standards compliant, browser and platform compatible XHTML and CSS. Sound SEO and analytics ensured that the website ranked highly in searches.

[absoluteorange.com/showcase/Rocklands Boulders](http://absoluteorange.com/showcase/Rocklands Boulders)

September 2006 to December 2007

**Tangozebra / Doubleclick,  
London**

*User interface developer*

**Technical skills:**

XHTML

**Software:**

Adobe Photoshop & Illustrator

**Project:**

Tambor

CSS 1 and 2	Eclipse IDE	DoubleClick Studio
Native JavaScript & jQuery	Morae user testing	
JSON & AJAX	SVN versioning system	
JSTL	CVS versioning system	
XSLT		

I was involved in all roles of interface development from independent user research and user behaviour analysis, wire framing, prototyping, interface development, usability testing and on-going maintenance of products.

Applications are built on a Java, PHP and XML platforms and are managed using strict Agile Scrum techniques and maintained using CVS / SVN versioning.

*[absoluteorange.com/showcase/DoubleClick](http://absoluteorange.com/showcase/DoubleClick)*

## Education:

**September 2002 to July 2006**

**Nottingham Trent University**

*First class BSc (Hons) - 76%*

*[absoluteorange.com/portfolio\\_items/fashionmap/public\\_home.php](http://absoluteorange.com/portfolio_items/fashionmap/public_home.php)*

*[absoluteorange.com/aaa/index.php](http://absoluteorange.com/aaa/index.php)*

**January 1991 to December 1994**

**Technikon Natal, South Africa**

*3 year HND in marketing*

**December 1990**

**Kloof High School, South Africa**

*Matric C with exemption*

Majoring in maths, science, accountancy, home economics, English and Afrikaans

## Recent books and courses:

**Etre Get together London 2011**

Steve Krug                      Do-it-yourself Usability Testing: The Workshop

Lou Rosenfeld                 Adaptable Information Architecture: How to say 'no' to your next Redesign

Anders Ramsay                Designing with Agile: Fast, Effective UX Methods that work

**Human-Computer Interaction (Third Edition)**

Alan Dix, Janet Finlay, Gergory D. Abowd, Russell Beale