

IAN RICHARDSON

UX / PRODUCT DESIGNER

ABOUT

I have 23 years Digital design experience and 8 years specialising in UX. Since 2020, I have worked as UX / Product Designer for 4D (a division of Silverbullet) building a contextual targeting and insights platform that enables the delivery of display and video campaigns in brand safe environments. Using the most advanced machine learning and AI technologies, we have delivered many industry-first features.

Previously, I worked at Blue Motor Finance, a FinTech start-up as well as Digital Art Director roles at The Guardian, The Times and several London Agencies.

I'm a firm believer that great UX design centres on empathising with users to ensure their journey through your product, site, or app is both functional and pleasurable.



DETAILS

 Tunbridge Wells, Kent

 07968 122791

 info@ianrichardsoncv.co.uk

EXPERTISE

Research - Ability to conduct the right type of research (interview / usability testing / UXUI Audit) to understand user needs and behaviours as well as business requirements. Analyse data to then produce user personas, empathy and user journey maps.

Usability Testing - Highly efficient in running sessions (in person or remote) to test prototypes to validate design decisions and gather improvement feedback. Skilled in grouping key requirements and clearly presenting findings.

UI Design - Expert at producing beautiful and meaningful interfaces which offer clear visual communication. Obsessive attention-to-detail.

Design System - Great experience in building and maintaining full design systems (in Figma) and creating consistent components for Storybook.

Data Visualisation - Highly skilled in representing information graphically, highlighting patterns and trends in data and helping the reader to achieve quick insights.

Information Architecture - Strong understanding of how to organise and structure content.

Software - Figma, XD, Sketch, InVision, Slack, UXPin, Zeplin, Adobe Creative Suite, Jira.

Environment - Great experience working closely with Engineers in Agile development project teams, including 2 week sprints and daily stand-ups. Excellent time management.

Communication / Collaboration - Excellent verbal and visual communication skills, with the ability to explain the human-centred rationale behind my design concepts and decisions.

Empathy - Identifies and understands the needs, emotions and behaviours of users.

PROCESSES

4D Product Process (Strategy & Research)

- Annual roadmap defined by Head of Product.
- Every new feature or enhancement is researched / workshopped by PM and myself (input from Business, Users, Data Science and Engineering) to produce a highly-detailed PRD (Product Requirement Document) with specified user stories.

Personal Process (Design)

- PRD Kickoff & Brainstorming session with UX head & PM - leading to rapid wireframing ideas / flows (using components from our Figma design system).
- Preferred ideas presented to UX Head and PM for feedback.
- Best idea iterated, then show-and-tell session of the user flow to management and wider Product team. Feedback incorporated into design.
- Prototype usability testing session with 2 users. Feedback incorporated into design.
- Iterated design prototype shown to management and wider Product team for sign-off. Feedback incorporated into design.
- Highly-detailed final designs / flows / documentation produced and handed over to Engineering team.

4D Product Processes (Build & Post Feedback)

- Engineering build (2 week sprints)
- Daily progress updates / communication with UX Team via morning stand-ups.
- Company-wide usability testing session in staging (ran by PM & UX Team). Usability, bugs, enhancement queries assessed and fixed.
- Feature deployed.
- UX team conduct fortnightly interviews with users to gain feedback regarding new feature releases and platform pain points.

EXPERIENCE

Product Designer (4D / Silverbullet) Nov 2020 – Present

With the demise of the third-party cookie, 4D have built a contextual targeting and insights platform which helps brands and marketing agencies by ensuring digital advertising campaigns are aligned with specific brand-safe content and context across the internet. The platform was a MVP when I joined (only offering Display Targeting) but in the last 2 years, working within a solid Product team (UX, PM, Data Science and Engineering), we have delivered a host of industry-first features including:

- 4D's Insights solution, providing real-time insights and optimisation recommendations to improve campaign performance through real-time data.
- Auto-optimisation of Insights campaigns leading to 200%+ increases in CTR.
- Video Placement Targeting including YouTube.
- Dimension Marketplace that enables technology partners to plug in their algorithms and technology as additional intelligence and targeting layers.
- Performance dashboards, Folder systems, Notification system, Metrics Reporting functionality.

UX Designer (Contract | MullenLowe London) Sep 2020 – Nov 2020

Brought into the agency to work on the Nord Anglia Education website. NAE is a provider of premium international day and boarding schools and their new website design was vast.

With finalised wireframes, I worked with the agency designer to produce the UI, which when signed off internally, was used to produce an English language desktop and mobile prototype and that would be used in a host of usability sessions (10 sets of parents from across the world - UK, US, Thailand, Qatar and Mexico) over a 2 week period. I also built prototypes in Chinese language which would be tested by a Chinese agency on parents in East Asia. I would also A/B test the homepage too.

I wrote an English version of the test script and that was also converted into Chinese. I then ran several initial sessions over Zoom with the Chinese team to ensure our tests would be as aligned as possible. Both English & Chinese sessions went really well and I had gathered some really interesting insights which I presented back to the product team and clients in a debriefing report which was used to assign critical next action steps.

UX Designer (Blue Motor Finance) Jun 2018 – Aug 2020

Helped embed a user-centred methodology into the award-winning FinTech business and then as sole UX designer, lead the end-to-end design of the following products:

- *Sale Support*, a dealer onboarding system with 4 user groups.
- *Bluesign* - an online-signing mobile app.
- *Apply*, a customer finance proposal app.
- Company website and a web-based App Store.

A full stack process including research from stakeholder / user interviews and specification-gathering to wireframing, prototyping, ideation design and testing. Built the company brand.

UX Designer / Consultant (Contract | Cheeky Communications) Jan 2018 – Apr 2018

3 month UX consultancy contract with Tunbridge Wells creative agency.

UX / Digital Art Director (Bridge Studio agency, News UK) Aug 2016 – Dec 2017

Drove a user-centered approach within an agile workflow by successfully introducing research initiatives that would help build better products and trust with our clients. Ran usability research to gain product feedback and insights. Oversaw all digital output from the studio (including web, apps, animation, video and social projects) ensuring that the best creative solutions were realised, implemented and delivered on time and on target. Responsible for the mentoring and development of the digital design team and implementing new digital products that the sales team took to market to win business. In 12 months, I was responsible for winning £500k of business with proactive digital pitching for clients including British Airways and Peugeot. Winner of a European marketing award for the 'How it works' car interactive produced for Kia.

UX Designer (Contract | Bridge Studio agency, News UK) Jan 2016 – Aug 2016

Worked within a UX team to redesign The Sunday Times 'Driving' website to improve customer experience and conversion rates, as well as the studio's own site. UX design lead, review and ideation. Ran usability testing sessions.

Interactive Art Director (Guardian Labs agency, The Guardian) Nov 2014 – Dec 2015

Oversaw all digital output for the Guardian Labs Commercial agency. Lead and developed a team of 10 designers who delivered user-centered and innovative design solutions which answered complex briefs, delivered campaigns and retained clients.

Collaborating with technical teams through the production cycle to ensure technical viability and accurate implementation of web and mobile applications. Managed stakeholder communication & meetings.

Deputy Art Director (Spark, Telegraph Media Group) Oct 2012 – Nov 2014

Offered proven track record in overseeing the design and development of high quality creative digital and print work that pushed the Telegraph brand forward in publishing and advertising environments. Art directed photoshoots, commissioned illustrations, infographics and animations. Key role in coming up with and executing award-winning-focused visual ideas for sale pitches.

EXPERIENCE (CONT)

Senior Designer (Tag Worldwide Agency) *Sept 2009 – Oct 2012*

Web / Print Designer (Freelance) *Mar 2009 – Sept 2009*

Designer (TheGame + EuroGame) *Dec 2004 – Mar 2009*

Designer / Art Editor (The Times Sport Section) *Feb 2004 – Mar 2009*

Senior Designer (The Times, Times Design) *Jan 2003 – Jul 2003*

Senior Designer (Timesonline.co.uk) *Dec 2001 – Jan 2003*

Web Designer (NME) *Jan 2001 – Dec 2001*

Web Designer (Timesonline.co.uk) *Oct 1999 – Jan 2001*

RECENT LEARNING

Digital User Experience Research Methods (Goldsmiths University)

Learning the latest innovations in UX research methods in their i2 media research lab. Invaluable discoveries in VR, AR, eye-tracking and face-reading technology.

User Experience Design (General Assembly)

Translating user wants and needs into intuitive digital experiences that power revenue, loyalty, and product success. Building confidence and credibility to tackle complex design problems on the job.