

Russell Johnson // CV

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PROFESSIONAL PROFILE

I am an enthusiastic and professional User Experience professional with over 16 years' experience who enjoys being part of, as well as leading, a successful and productive team.

I consider myself a versatile, accomplished user experience generalist and interaction designer with a proven track record of designing and leading the development of user interfaces and websites that are central to the success of online businesses, in the both the commercial and in the public sector. A hands-on leader with the unique ability to communicate effectively with developers, customers, team members, and senior-managers to drive consensus for designs that are both usable and buildable.

I am quick to grasp new ideas and concepts, as well as to develop innovative and creative solutions to problems. I am able to work well on my own initiative and can demonstrate the high levels of motivation required to meet the tightest of deadlines. Even under significant pressure, I possess a strong ability to perform effectively.

SKILLS

PROCESS

Concept Generation / Data Analysis & Research / User Journey Mapping / Sitemaps / Wire framing / Prototyping / High Fidelity Designs / A/B & MVT / Agile Delivery / HTML / CSS

SOFTWARE

Photoshop, InDesign Balsamiq, Flash, Illustrator, Dreamweaver, Content Management Systems, UI/UX, Balsamiq, Agile

EXPERIENCE

JUNE 2013 – PRESENT

UX LEAD, Betway Group

Betway is a market leader in the online betting industry that offers a range of products including sports betting, casino, bingo and poker to over 2 million customers worldwide.

In my capacity as UX Lead, I am responsible for ensuring the Betway brand-as-experience is applied across all Betway products. This includes hypothesising, prototyping and validating any enhancements to the existing experience as well as spearheading the development of any new products the business are considering releasing.

Key Achievements & Duties:

UX Champion

Responsible for educating stakeholders of the value usability driven design methodologies as a way of increasing our subscriber base and revenue.

User Research

Understanding user behaviours, needs, and motivations through observation techniques, task analysis, and other feedback methodologies including:

- Card Sorting
- Contextual Interviews
- Persona Development
- Task Analysis
- Usability Testing

Wire framing + Prototyping

Producing low to mid fidelity wireframes with a view to developing validate-able prototypes which can then be used as a platform to test hypotheses using a LEARN > BUILD > MEASURE cycle.

Stakeholder management

Assembled cross-functional workgroups from a variety of disciplines from across the business so as to ensure any potential issues are highlighted at the planning stage and serves to focus business goals on validated usability outcomes.

Production team integration + roll-out oversight

As per my recommendation, our UI team members are embedded within the development team's Agile cycle. This ensures a level of scrutiny and quality control over how designs and interactions are implemented that our developers and testers may miss.

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EXPERIENCE

(Cont)

March 2010 – June 2013

Interaction Designer – Beam (part of the Mill Group)

Beam is a market leader in the digital asset management services industry. Beam distributes almost half of all UK television commercials and is the exclusive partner to Unilever for the international distribution of all its television commercials worldwide.

Beam has over 125 people working in London, New York City and Los Angeles servicing the creative and communications industries across the world.

Beam also creates and develops tailor-made, interactive in-store screen solutions, collaborating with retail brands including Nike Town and Nokia globally.

In my capacity as Interaction Designer, I was responsible for all of Beam's public and client facing assets and materials, both on and off-line, as well as being Beam's brand guardian – a brand that I was instrumental in developing.

Key Achievements & Duties:

Leading the design of Beam's public and subscriber facing websites (www.beam.tv)

Working in partnership with the front end development team, and after an initial consultation with the business stakeholders, the beam.tv website had to be designed and developed with a view to being maintainable remotely via a cms (symphony) by our marketing team. Agile project management methodologies were used to ensure the prompt roll-out of the site to coincide with an international trade show the company was attending.

Development of an online Beam 'Global Visual Language'

Beam offers a variety of services to our clients and subscribers, and prior to my arrival each of these services was represented in a number of visually disparate ways. Subsequently, I undertook to devise a consistent, contemporary, brand-aware style for all of Beam's services that incorporated a documented series of SEO, browser aware and W3C compliant UX/UI methodologies for use by our front end development team that embraced the latest in web based user technologies (jQuery, Ajax). These are presently being applied to our existing services as well as being used in the further development of our future services.

Conceptualising and wire framing new services, prototypes or enhancements to existing services

As Head of Creative, I feel it is my responsibility wherever possible to champion the cause of good UX/UI, especially in such a development led industry. With this in mind, I undertook to ensure that most projects were led from a design and UX perspective, at least in the initial phase of a project, going so far as to manage a separate, design specific work stream prior to any development work streams getting started.

User and business acceptance testing

I also worked closely with our testing department to ensure that any usability/design issues are identified and addressed prior to any release. Good UX/UI is often a re-iterative process and it is often only in the testing phase of a site build that potential flaws and inconsistencies can be identified. Testing is also often only limited to technical issues, so it is with this in mind that I instigated a layer of design specific user testing to operate alongside the technical testing process.

Brand development

As Head of Creative, I am responsible for all aspects of the Beam brand's representations. Stationary, presentation templates, email templates, glossy brochures, conference stand design, newsletters and technical specification documents are all designed and maintained by me. I am also involved in the interviewing and approval of any front end development candidates

December 2008 - December 2009

Senior Designer – BBC World Service Future Media

The BBC World Service Future Media department is responsible for supporting all the BBC language web sites including advising on the strategic and editorial direction of these sites, determining their design and presentation, and creating and maintaining the technical infrastructure and multi lingual publishing systems.

Whilst employed by the BBC, I worked on what was known as the 1024 Rapid Delivery Project which undertook to re-version the 17 BBC language sites from 800x600 to a more up to date, functionally and aesthetically advanced 1024 resolution version of the various sites. The project required that all these re-launches happened in accordance with a strict, short term timeline, using Agile project management methodologies.

Key Duties:

Provide support to the Design Manager

Administering the efficient day-to-day running of the World Service New Media design team ensuring efficient allocation of resources and that designs are completed to standard, time and budget. This included managing the performance of members of the design team and the allocation of work assignments.

Setting and monitoring design standards and style across the numerous language services

The editorial remit of the BBC requires the highest quality standards are introduced by guiding and directing the work of the design team (i.e. critically assessing design elements created by others) and also maintained by keeping Design Guidelines up to date, usable and accessible to all members of the team, including editorial team members. This included working with the BBC Global News division in developing the brand for cross promotional material in multiplatform environments.

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EXPERIENCE

(Cont)

Mentoring and supporting junior design staff

I was expected to provide art direction to all designers working at World Service Future Media and contribute to the inspiration and knowledge of the team as a whole.

Specify and implement improvements to the UX/ UI of the in-house content management system

In conjunction with the development and editorial teams, it was my responsibility to suggest, with a view to streamlining and improving the user experience of the CMS used by the editorial teams. This included briefing and following up on third party design and development teams who were often called upon to produce add-on applications (online image editors, image map creation tools, audio soundslides).

Brief, train and provide usable documentation to the editorial team

Any additions or enhancements to the UX/UI of the website modules or the CMS needed to be communicated to the editorial team.

2003 – 2008 Senior Designer

Tiscali.UK (Winner, best portal ISPA's 2006 – 2007, now trading as Talk Talk)

A key, design-led, hands-on management role within the busy www.tiscali.co.uk studio - the role of senior designer is to lead in the implementation and maintenance of pre-planned web pages; maintenance of graphical elements on current web pages and to oversee the graphical content and layout of one of the UK's largest ISP based Internet portal websites. This had to be done in accordance with the styles and aesthetic mandates set out by the Tiscali International design team, as well as instigating processes and layouts to best suite our immediate customer base and business requirements in accordance with the www.tiscali.co.uk brand identity.

Key Duties:

Creative ownership of the Tiscali UK customer facing portal.

Day to day delivery of creative assets for the in-house content and marketing teams of Tiscali, this could include anything from a simple promotional graphic to a high volume, revenue generating, co-branded micro-site, including the creation of online advertising assets in accordance with international industry standards for the promotion of content.

Management of the portal design team, ensuring that all work produced is of a suitably high standard as well ensuring that all members of my team are aware of the processes and standards required to ensure the prompt delivery of quality design assets.

Documenting style guides for circulation to the content-team and any third party partners we might have to ensure consistency and uniformity in accordance with the Tiscali brand, as well as enforcing and following up and changes required when said styles are not adhered to.

Constant review and re-design of the numerous, award winning Tiscali consumer and services portals, in conjunction with senior management and product managers, so as to accommodate any new technical, branding, multi-media and/or consumer based functionality that may need to be reflected, whilst continually addressing any usability issues that may arise as a result.

Design and implementation of template based promotional, themed sites that reside within the Tiscali portal, mostly with an online commerce function – templates ensure that turnaround time is kept to a minimum.

Consulting with the advertising sales department to provide creative and technical support with any third party online/interactive advertising assets that are to be run on site, (homepage takeovers, overlays, expandable MPU's etc.), often overseeing the creating of said assets in accordance with a co-branded campaign brief.

1999-2003 Designer – Portal – WorldOnline/Tiscali.SA

1996-1999 Designer –InTouch Information Systems (presently ITouch)

1994-1996 Designer –InTouch Information Systems (presently ITouch)