

Claire Fram



Profession

Advanced Digital Engineering:
Product Design

Current Position

Senior Product Manager

Joined Arup

2014

Years of Experience

8+

Nationality

American

Qualification

UCL (University College London),
M.Sc. Geographical Information
Science

Sept 2013 – Sept 2014

Barnard College,
Columbia University,
B.A. Environmental Science
Sept 2007 – June 2011

Nielsen Norman Group Training
User Experience Certified
May 2016

Speak/read/write English language:

Yes

Current home location:

London

Claire is a Senior Product Manager, specialising in cloud-native applications and machine learning R&D. She has a technical background in information science and a certification in user experience design. She specialises in getting new projects off-the ground, and steering stakeholders through discovery, alpha and beta phases of delivery. Claire applies best practice in product design, with a comprehensive understanding of data governance.

Claire combines her technical background in information science with user-centred design methodologies to steer product vision in cutting edge research initiatives.

Relevant Projects & Experience

City Modelling Lab. October 2019 – Present

Claire has been the Senior Product Manager for the City Modelling Lab, a R&D initiative within Arup that develops dynamic systems to model cities. Claire has been responsible for aligning vision and setting priorities for the research team to focus on. Through regular engagement with clients, competitors, and other organisations in the ecosystem, She ensures that the Lab research team is working on priority capabilities.

Mobility Mosaic. August 2018 – October 2019

Claire was the Senior Product Manager for a pathfinder product in Arup. She coordinated the work of data scientists, data engineers, devOps, and designers to deliver a suite of enhanced travel survey products. These included a web-application, mobile-application, and data analysis engine. Claire ensured that Mobility Mosaic adhered to comprehensive data governance principles that meet local and national regulations (including GDPR).

The Open Data Institute Partnership Manager. August 2017 – April 2019

Arup has a longstanding partnership with the Open Data Institute (ODI). For almost two years, Claire was the principle partnership manager for the relationship and joint programme activities with the ODI. Claire was a speaker at the 2018 ODI Summit, where she addressed the need for transparent data governance for personal information.

Digital prototypes for Arup's Transport Consulting. August 2017 – August 2018

Claire lead a user-centred design process to collect requirements for internal, Arup prototypes used by transport planners. She developed Arup's design process to bring new projects from concept to robust minimum viable products (MVPs). Included in

her role Claire conducted user research, tested product requirement assumptions with users, designed service blueprints and wireframes.

**Cities Resilience Index Online Platform. Rockefeller Foundation.
February 2015 – August 2018**

Claire was the Product Manager for the Cities Resilience (CRI) Index Online Platform. In her role, she followed a user-centred approach to manage the complete software development life-cycle, including working with the client and development team to align programme milestones, leading usability testing, gathering functional requirements and managing client feedback.

**Real Estate and Facilities Guidelines + Standards Portal. Microsoft.
April 2016 – January 2017**

With a global portfolio of properties to design and manage, Microsoft are working to ensure a consistent facility and space standard across all their buildings. Claire has been key in designing a portal that will deliver standards and guidelines appropriate for local requirements. She has used a user-centred approach to define and validate how the portal will be used practically across the firm.

**White Collar Factory Mobile App Design. Derwent.
August 2016- December 2016.**

To accompany the opening of the White Collar Factory, a building at the cutting edge of sustainable design and digital building management systems, Derwent wanted a tenant-facing app to set themselves apart. Claire identified opportunities for connecting tenants with the building's services as well as real-time data about the building's performance. She developed a functional and non-functional specification for a mobile app that focused on a delightful user experience – while meeting technical requirements of connecting with the building management system.

**Vauxhall, Nine Elms, and Battersea Construction and Logistics Dashboard. Transport for London.
December 2015 - April 2016**

Claire led the product design for a web-app prototype that would improve TfL's understanding of traffic conditions in major development sites. In this role, Claire conducted user research, developed user personas, identified functional requirements and developed user-interface designs. She has also acted as a facilitator between the client and the development team. Claire translated the client's goals into a web-based solution.

**Construction Management Dashboard. Nine Elms Vauxhall Partnership.
February 2015 – April 2015**

In this role, Claire worked with multiple internal and external-stakeholders to identify functional requirements for a Nine Elms Vauxhall Partnership (NEVP) dashboard. Claire was responsible

for coordinating data input and supporting requirements gathering for dashboard development.

**High Speed Two Environmental Impact Assessment. HS2.
September 2014 – March 2015**

Claire managed the sound and vibration database used for modelling the acoustic impact of High Speed Two (HS2). In this role, she used FME to process the data, ensuring a consistent and standardised data schema. She was also responsible for preparing HS2 sound and vibration maps compliant with project requirements.

**Abu Dhabi 2030. Abu Dhabi.
November 2014 – March 2015**

Claire collaborated with the Urban Design team to prepare GIS data for the Abu Dhabi 2030 master plan. Data management responsibilities included transforming CAD data into appropriate GIS data with accurate attribute information.

Relevant Projects from previous employers
RedR UK - London. June 2013 to September 2013

Claire was a GIS intern for the Learning & Development Department. Her responsibilities included preparing and delivering GIS training to managers, training-course developers, and trainers. Additionally, she delivered assessment reports on use of GIS in four of RedR UK's training courses. Based on her review, Claire recommended short- and long-term strategies to enhance existing course content with GIS training and awareness. Claire also coordinated with external consultants to upgrade and standardise GIS training across courses.

UNESCO – Bangkok. October 2012 to February 2013

Claire was a GIS Programme Intern for the Culture division in UNESCO, Bangkok. She evaluated geographic information (GI) data to support policy development in northwest Thailand. Technical tasks included: data auditing, data cleaning and database querying. Claire was also responsible for producing executive summaries for the GIS projects.

**RECOFTC - The Center for People and Forests – Bangkok.
August 2011 to July 2012**

As a GIS Associate for the Markets and Livelihoods Programme, Claire collected and analysed smallholder forestry GI; produced GIS, maps and data visualisations. Beyond her GIS responsibilities, Claire also built an accounting database for the €2 million budget of a multi-year, multi-partner project supported by the Government of Finland. In her role, she communicated regularly with international clients including government officials, donors and community stakeholders.

