Alex Bradbury

Senior UX / Product Designer (Contract)

Director – Machine & Mankind Ltd

07803 160472

alex@machineandmankind.com

www.machineandmankind.com

PROFILE

A senior UX/Product Designer with over 17 years’ experience in the digital industry who specialises in using analytics, research & customer insights to inform ideas and solutions across ecommerce and financial technology industries.

Agile qualified with a focus on designing great products that solve problems for the customer as well as the business. Focussed and professional with excellent stakeholder management skills and team leadership experience. A senior manager who consults with the business, advising on how to best run agile teams, set up user testing and iterate the product development process. A problem solver and good communicator.

Currently working for Virgin Media across a wide range of mobile, tablet and desktop products. Recent work with NOW TV includes designing from scratch the customer experience when purchasing broadband and TV online. Sainsbury’s projects include Checkout, Order Amends & Bagless Delivery, Nectar & Store Locator using Google Maps.

Expertise

* UX Designer working across the full customer journey from research & discovery, idea development and user testing to full detail specification delivery to front end design and development teams.
* Expert wireframing & responsive prototyping across mobile tablet and desktop using Axure.
* Rapid prototyping & user interface mock-up using After Effects & Principle during the UX phase.
* Experienced User Tester running workshops with internal and external customers.
* Ecommerce product development for responsive and multi-UI platforms for app and web.
* Experienced agile practitioner and certified scrum master.
* Experienced senior manager setting up and running UX, design and development teams.
* Delivery focussed incorporating customer, client and business needs into the solution.
* Currently working agile alongside the BA’s, Scrum Master, the product owner, design & development.
* Professional and hard working with a passion for great usability and customer insight.
* An expert eye for detail and a drive for high standards and excellent customer experiences.
* Learning about accessibility and how to incorporate better standards within digital teams and UX.

CAREER

Virgin Media (NTT Data / RMA Consulting)

Lead UX Designer

September 2016 – Present

* User Experience Lead across a wide range of Virgin web projects
* Consultant to the business for User Testing & UX advising internal teams
* Running UX delivery for two projects taken on by external digital agencies
* Management role overseeing 8 senior contract UX and UI designers
* UX Researcher and insights for Virgin Media advising strategy at a director level

NOW TV (Sky)

Lead UX Designer – NOW TV Combo (Broadband & VOD Ecommerce)

September 2015 – August 2016

* User Experience Lead on NOW TV working on their new product NOW TV Combo. This combines NOW TV content with Broadband, Phone and a Smart Box. A brand new proposition from the business.
* UX Designer working on Web NOW TV sales focussing on Product Ordering and Checkout
* Fully agile team located in the Sky Head Office working in 1 week sprints.
* UX Lead for the stream (Sales) working closely with the 5-6 other Lead UX Designers on other parts of the customer journey. (Discovery, Sales, My Account & Help)
* Developing the web based product mobile first then across tablet and desktop
* Regular daily working with the Product Owner and BA as well as our user testing agency
* Regular weekly presentations to key project stakeholders (MD, Director and other senior business stakeholders) talking them through my UX thinking and decision making process as well as testing feedback and developments. Contesting issues and recommending solutions to business requirements.
* Weekly external user testing sessions (Lab based) run by our external agency using my prototypes. Observation and note taking during testing sessions.

Sainsbury’s

UX Architect / Usability Consultant

September 2014 – August 2015

* UX Architect/Designer working on the Sainsbury’s Groceries Online site across Checkout.
* Fully agile team across multiple locations.
* User research and analytics led design.
* Producing solutions, wireframes, prototypes and specifications.
* Running user testing workshops and developing products using customer feedback.
* Responsible for delivering all UX for Checkout & Order Amend.
* Guidelines & Recommendations for the business on how to run agile UX & development teams
* Guidelines for User Testing & Accessibility testing
* Guidelines for Device Testing (Mobile, tablet & Desktop) as well as what breakpoints and grid structure the new sites should follow.

John Lewis

UX Architect / Usability Consultant

July 2014 – September 2014 (Contract)

* UX Architect working on the new John Lewis responsive checkout.
* Research & development and customer testing across mobile, tablet & desktop.
* Developing prototypes & customer flows to improve the customer experience through checkout.
* Delivering wireframes and annotated specifications for the design & development teams to build from as well as 3rd party development teams.
* Working agile (Scrum) with 2 week sprints
* Working as part of the UAT team to test the end product from a UX perspective ready for live.

Estee Lauder Companies UK (Clinique, Jo Malone, Bobbi Brown, Mac, Aveda)

Head of Digital Design

Dec 2013 – June 2014 (Contract)

* Head of Digital Design across all of Estee Lauder Companies brands, and a member of the UK Online senior management team reporting into Director of Online.
* UX & UI Lead across all digital channels including web, mobile and tablet
* Workload split between maintaining the current sites as well as developing the new platforms currently being delivered by the teams.
* Managing a team of 13 (Producers, UX Designers, Front End Developers) providing digital work across 13 of our brands (Mac, Bobbi Brown, Clinique, Jo Malone, Crème De La Mar).
* UX Architect for the businesses apps, interfaces and digital products.
* Responsible for all UX & Design across the company’s sites, apps and digital projects.
* Developing business strategy and structure to support the brands ecommerce roadmap with the Director of Online and presenting to the MD & Finance Directors on a monthly basis as part of the Estee Lauder Online senior management team.
* Evolving and expanding the digital team through recruitment and skills development. Recently recruiting two UX designers and two project managers into the team.
* Running two studios across two locations (London & Fareham) introducing daily stand-ups and supporting an agile methodology to the workload.
* Headed up the UX and usability of the new Jo Malone UK website.
* UX design for a new Clinique YouTube custom channel working alongside Google & Wildfire (now part of Google).

B&Q

Digital Studio Lead

July 2011 – Nov 2013

* Responsible for managing and running UX, design & front end development for the business.
* Working in the Omni-channel department and tasked with turning a miss-managed and disgruntled team into an industry standard internal digital agency capable of meeting the demands of the business.
* Responsible for all design output for Omni-channel including brand, creative direction, design and customer experience across the web and mobile sites as well as the iOS and Android Apps.
* Constantly developing, evolving and improving the B&Q legacy website alongside the launch of its new digital platform (Now Live).
* Responsible for the delivery of all UX & UI of B&Q’s loyalty scheme, B&Q Club. Delivering in little over 5 weeks and responsible for UX, design and front end development using a team of freelancers and an external agency.
* Providing a massive cost saving for the business by managing large project deliveries using freelancers and internal teams without the requirement for external agencies.
* Experience within the digital industry and a strong ability to understand clients and customers

needs.

Gateway Media

Creative Director

Nov 2009 – Aug 2011

* Creative Director running a team of 8 responsible for UX, design & front end development for this small digital agency & social enterprise.
* Client facing and working alongside the Managing Director and Account Director.
* Responsible for all pitch work and presentations to clients.
* Responsible for pre-production and production planning as well as delivery.
* In charge of all creative recruitment of freelancers and contractors ranging from designers, developer, directors, Camera ops, photographers and motion designers as well as full time staff for the creative team.
* Planning, costing and budget allocation on projects with the MD.
* Winning contracts with London Underground and Lloyds Banking Group and Network Rail.
* Clients included Network Rail, Lloyds Banking Group, London Underground & VINCI.

MMA

Senior Digital Designer

Dec 2007 – Sept 2009

* Creative lead a small London based start-up design agency focussing on web and video production.
* Responsible for managing all freelancers and digital design output of the business.
* Concept design, wire framing and pitch creation for new and existing clients.
* Responsible for editing interviews, constructing storyboards and edits for clients and delivery of all services including video, web and print.
* I left this role because the direction of the business re-focused on video production and away from web.

Blinkbox

Lead UX Designer

Mar 2007 – Oct 2007

* Employed at the initial stages of the start up to wireframe & design working concepts for the service when the team was less than 20 people. (450 when owned by Tesco).
* Initial service allowed users to select clips within films to send to mobile devices as a video message called a ‘blink’. (pre-iPhone).
* Responsible for UI design of the first working concept of Blinkbox. This enabled the leadership team to pitch the idea and secure an initial $10 Million venture capital investment.
* Redesigned the entire platform from ground up following new funding ready for public release.
* Responsible for all front end design and UX of the site and all of its functioning elements including video players and interfaces, software apps and mobile phone interfaces.
* Beta design was completed and the service was launched to the public in beta at the end of October 2007.

Unique Vacations

Digital Designer

Mar 2005 – Oct 2007

* Digital designer working for the online marketing team.
* Responsible for all display advertising and affiliate marketing design for the website.
* Flash development and interactive design for campaigns and promotions.
* Motion design and interactive campaign design

Inca Creative

Junior Digital & Interactive Designer

Oct 2002 – Oct 2005

* Retail design agency in central London providing web, print & motion graphic design for New Look, Selfridges, M&S, Debenhams, Sainsbury’s, John Lewis.
* Junior digital designer working alongside the Creative Director, Producers and Product Designers.

EDUCATION

Goldsmiths College, University of London BA Design - 2:1 (Focus on research & digital design) 1998 – 2002

Peter Symonds College, Hampshire A-Levels (Design, Graphics & Business) 1995 - 1998

Westgate School, Winchester GCSE’s 1991 - 1995

PASSIONS

* Interaction & UI design across devices
* Motion graphics & interactive design
* Shooting, directing & editing film
* Current trends in the design and the digital and technological environment.
* Food, cooking & wine, running.