ED BIRCHMORE

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A Seasoned and successful UX Consultant, Architect and designer with over 27 years of experience across digital in various industries, serving high-profile, globally recognised brands in multiple regions. With a background in quality assurance and testing that developed into Information Architecture, Usability and UX and Product Design.

Leading analytics, research and design teams as part of full-lifecycle User Centred Design have created Personas, User Flows, Design Artefacts and Functional Prototypes to aid the development processes resulting in device agnostic apps, websites and products. Skilled in communicating product/service value to C-suite, stakeholders and end users across Agency and Client-side projects. Committed to delivering key projects on-time and on-budget, fulfilling SLAs, and achieving outstanding customer satisfaction.

Portfolio Link: https://www.ramblingtales.com/portfolio

Areas of expertise:

User Experience Design • UX and Digital Strategy • User Research • User Testing
Agile Methodologies • Process Improvement • SEO •
Broadcasting • IPTV • Video-On-Demand
Third Party Management • Stake Holder Management
Customer Engagement and Success • Relationship-Building • Solutions Planning

Axure RP • Figma • Fireflies.ai • Sketch • Adobe Creative Suite, incl Photoshop, Illustrator • MS Office • AI Prompting - Chat GPT, Kling Ai & Ideogram Ai

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PROFESSIONAL EXPERIENCE

La Casa Shambala November 2024 – February 2025

UX Consultant
Responsible for performing an IA and UX Audit and producing a comprehensive UX proposal for this leisure and travel company and then leading the redesign of site structure and UI, User testing through to hand-over to dev team (*NB: Still in Development*). Figma Prototype and Figma Components

Major Accomplishments:
- Performed comprehensive audit of website, booking process and analytics.
- Redesigned site structure to enhance SEO
- Used prior industry experience and new learnings from audit and historical feedback, to modify processes and work cross-functionally to institute improvements and best practices.
- Identified, managed, owned and implemented UX design improvements to increase engagement and sales conversions.
- Worked with customer global sales team to provide actionable insights to drive up productivity and sales.
- Responsible for creating a prototype and designed performed live User Testing capturing feedback and analysis using Fireflies.ai.

- Developed key stake holder relationships internally and externally to ensure a smooth and successful service as per SLA proposals and contractual agreements.
- Build and maintain strong, collaborative relationships with partners across all levels and partners (end user to C-suite level) to support sales teams in business growth

Career Break • December 2022 – November 2024

Career break to explore other opportunities including writing a novel and raising money for various charities such as The British Skin Foundation whilst developing and walking a new national hiking trail – The Lowestoft to Land's End (L2L) - https://www.ramblingtales.com.

Jewzy.TV • June 2020 – November 2022

Product Design and Operational Strategy Lead (Part time)
Responsible for designing and developing a new Vimeo-based TV and streaming service for a UK client and their US video platform. Prototype in Axure.

Major Accomplishments:
- Member of Senior Management Team
- Customised Vimeo to meet best UX practices
- Worked with Stakeholders and liaised with Prospective customers
- Responsible for development of a User Experience Strategy
- Defined, created and maintained the operational strategy for all BAU activities.
- Received new video content, prepared it and promotional assets prior to go-live
- Created and designed all assets for the first online film festival and awards in the US.

HSBC • January 2017 – November 2019

Global UX Manager for Corporate Payments Programme
Responsible for the UX of all HSBC's global corporate payments programme

Major Accomplishments:
- Example Axure Prototype
- Ensured the best User Experience for all HSBC's Global Corporate customers while transitioning from legacy to new payment systems
- Ensured the complex and diverse International regulations were adhered to during the entire process.
- Managed internal, third party and international teams ensuring a consistent and robust experience.
- Work with cross functional teams in Design, Development and Legal
- Ensured fail over and redundancy of current planforms whilst migrating legacy corporate banking systems on to new platforms
- Worked with C-suite and senior stakeholders on a strategic planning vision

Mercedes Benz • November 2016 – December 2016

Senior UX Consultant
Provided a full UX review of Mercedes Benz website and web services to enhance customer interaction.

Major Accomplishments:
- Undertook a comprehensive audit and review of the structure and performance of the current offering

- Presented a concise roadmap showing the process necessary to enhance User Experience for Mercedes prospective and existing owners
- As part of the UCD, created personas, scenarios and User Journeys that represented the research of users
- Designed six typical customer journeys for previously identified user and delivered a supporting report to the Strategy teams.

Aviva • April 2016 – 31st October 2016

Senior UX Strategic Consultant
Worked as a consultant focussing on the company's partnership teams efforts to innovate and pitch new insurance products to clients. In addition, as a member of a team of three we were tasked with advising clients such as HSBC, TSB, Barclays and Tesco on how best to improve their online digital offerings.

Major Accomplishments:
- As a member of a small team tasked with advising Aviva's Partners such as HSBC, TSB, Barclays and Tesco on how best to improve their online digital offerings.
- Delivered seamless integrated solutions to the Partner Account Teams
- Worked directly with Partners to review and advise on online and offline strategies to promote the partner products.

Barclays and Barclaycard • October 2014 – December 2015

Senior UX Strategic Consultant
Worked to establish a set of group-wide standard processes and procedures for applying Lean and Agile practices into the broader Design space.

Major Accomplishments:
- Created and owned a global standard process for agile and lean methodologies in the design space
- Lead a cross-functional team to map existing processes in design, data and methodologies in to common and integrated processes
- Acted as subject matter expert for the banks global roll out of the Design led, Data driven, Lean and Agile initiative.

- Seconded to Barclaycard's Identity and Verification (ID&V) programme to review proposed new physical bankcard.
- Analysed user data and provided best practice feedback to senior level stakeholders
- Identified inconsistencies with the programme's proposition and saved Barclaycard £150m by cancelling the ill-conceived programme.
- Worked with testing and onboarding teams to develop new digital, device agnostic solutions.

Skills Funding Agency • May 2014 – September 2014

Senior UX Consultant
Worked as a consultant to implement government digital strategy guidelines

Major Accomplishments:
- Part of global team that reviewed, rationalised and evaluated process flows for Microsoft Dynamic CRM
- Generated user flows, personas and journeys using Axure

- Key player in designing and developing a product that was scalable and useable and offered value or money for client and end customers as well as Tax Payer.

Pearson Education/Pearson Italia • May 2014 – September 2014

Lead UX Consultant
Working in an Agile environment as lead UX on an eCommerce project.

Major Accomplishments:
- Worked with key stake holders to design and develop a system add-on to online purchases within Pearson Education.
- Enhanced the UX for corporate-wide identity manage initiative to bring SSO to online learning tools and applications.
- Key player in developing a product that is scalable and useable and offered value or money for client and end customers.
- Performed in-person User Testing in Milan, Italy to validate the groundbreaking checkout process to Italian Parents.

USER EXPERIENCE DESIGN CONTRACT ROLES • 2011 – 2013

Prospect (Agency) – Abercrombie & Kent / Rio Tinto (Agency)
Lead IA and UX on a redesign project for Abercrombie & Kent, a top-end travel company.

Major Accomplishments:
- Requirements gathering, producing Personas and Scenarios
- Developing Sitemap and fully interactive Axure Prototype.
- Developed standard UX artefacts
- Co-authored a functional specification for Rio Tinto Copper, who were developing a new Intranet.

Heath Wallace (Agency) – HSBC / Nationwide Building Society
Worked with Heath Wallace on three separate occasions.

Major Accomplishments:
- Provided input on a number of innovation project pitches for their client HSBC
- Designed prototype Mobile Banking interfaces for HSBC.
- Worked on the Information Architecture and UX redesign of Nationwide, the leading UK Building Society's online presence.

Moving Brands (Agency) – SRF (Schweizer Radio und Fernsehen)
Senior IA and UX Architect on the project for the UX component of the project

Major Accomplishments:
- Responsible for the full UCD lifecycle, including requirements gathering, stakeholder workshops, creating comprehensive sitemap for the new site.
- Reviewed and redesigned SRF's entire online presence. Merging disparate Radio and TV platforms into a single News, Lifestyle and Entertainment platform.
- Designing the structure of the site in wireframes and annotating functionality using Jira-based wiki for creative teams and front-end developers.
- The project won Switzerland's Best Web in 2013 awards for SRF.ch.

Ogilvy One (Agency) – Multiple projects
Designed the IA and UX Ogilvy One customers.

Major Accomplishments:
- Designed an integrated interface using Facebook Canvas applications for British Airways Executive Club members
- Created a dedicated user-focused microsite for a multi-media campaign and competition for BUPA.
- Developed an internal Ogilvy marketing tool that allows users to build campaign and marketing presentations online.

HyperNaked (Agency) – Mars Petcare
UX Consultant

Major Accomplishments:
- Designed the functionality for www.my-pet.com,
- Created a full IA (sitemap and wireframes) and attended various global client workshops
- Designed full wireframes and functional specification for every aspect of the site.

FREELANCE UX, IA/BUSINESS ANALYST ROLES • 2000 – 2011

IOKO/ Piksel (Agency) – Multiple VOD clients - SeeSaw IPTV
Worked on multiple proposals and pitches for IPTV and VOD clients

Major Accomplishments:
- Designed the user interface on various multi-lingual STBs (set top boxes) and devices in the UK, Spain and Malaysia. Developing Sitemap and fully interactive Axure Prototype.
- Designed the information architecture and carried out all Usability, BA duties for the redesign and improvements to the video on demand e-commerce film download site
- Lead user experience consultant to enhance stakeholder management and client experience
- Designed user interfaces by which SeeSaw's TV content (via IPTV) could be delivered to an array of devices

Four Square Media (Agency) – Multiple clients
Worked as a partner in an agency, led by Lynda Rathbone (Ex-Clinton Whitehouse digital guru).

Major Accomplishments:
- Performed all UX and BA duties from Pitch work, business requirements gathering to auditing and production of Sitemaps,
- Created a full IA (sitemap and wireframes) and attended various global client workshops
- Designed full wireframes and functional specification for every aspect of the site for numerous multi-national and global companies.

ITV.com (Client)
Lead business analyst and IA

Major Accomplishments:
- Senior Business Analyst and Information Architect on redesign of user Interface for ITV.com.
- Worked on a very early Video on Demand project that would become ITV Player (and Britbox)

- Responsible for all BA and UX, working with journalists for ITV Drama, Entertainment and Soaps.
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<u>DNA (Now Razorfish)</u>
QA & Testing Manager

Major Accomplishments:
- Responsible for all quality assurance on all UK and Global Projects
- Responsible for all Usability and testing performed by DNA on external client websites and applications.

All other previous roles and experience available, in full, on LinkedIn Profile