# TOM EMMERSON

# User Experience/UX Designer

**Tel: 07746 332 236** | **LI: linkedin.com/in/tomemmersonba | E:** [**thomasemmerson@sky.com**](mailto:thomasemmerson@sky.com)

***Please see my online UX portfolio for work samples:*** *https://thomasemmerson.github.io/new-professional-portfolio/*

## SUMMARY

* ***I am an enthusiastic and confident user experience designer, with extensive skills acquired from fifteen years in the design, IT and customer service industries.***
* ***Since 2003 I have held a broad range of positions including IT Business Analyst, IT Scrum Master, Service Team Manager and Customer Service Advisor.***
* ***I am now seeking a new career direction: a Design-focused role in the creative sector, as a User Experience (UX) Designer.***
* ***I have completed several UX projects in my free time in order to prove my knowledge and capability in the UX/Design field (please see online portfolio).***

## SKILLS

* UX & UI design
* Usability protocols
* Prototyping
* Persona creation
* Info. architecture (IA)
* User testing
* Requirements
* Photoshop/illustrator
* Agile knowledge
* Business analysis
* Coaching/mentoring
* Defect management
* Line management
* Presentation
* Balsamiq mockups
* InVision, Marvel, XD
* JIRA/Confluence
* Scrum master

## VOLUNTEERING HISTORY

### Samaritans - Listening Volunteer (Jan 2011 - Aug 2012) – reason for leaving: focus on career

* To be offered this role I had to submit to a comprehensive screening and application process. Once successful I then had to undergo an extensive induction programme.
* Once I was in post, I completed more than one hundred in-depth interviews with callers to the Samaritans suicide hotline.
* Calls came from people suffering emotional distress due to factors including mental illness, depression or anxiety.
* I had to respond appropriately to abusive callers and follow the organisation’s strict terms of service in regard to such individuals.
* For callers who replied too heavily on the service, I had to manage their ongoing welfare and signpost them to other community services.

## CAREER HISTORY

### Push Doctor - Scrum Master (Oct 2017 - Present) – reason for leaving: career redirection

* Day-to-day accountability for delivery to deadlines of the organisation’s challenging agenda of IT deliverables.
* Responsible for curating and updating the business’s technical development for Q4 2017 - 2018.
* Responsible for the induction and ongoing training/support of more than ten development and testing staff.
* I have built a team of people who value continuous learning; follow the 'build, measure, learn' feedback loop when introducing features; follow lean startup/lean UX principles to only produce the necessary volume and detail of design artefacts; use the '5 whys' to diagnose root causes of recurrent issues; deliver changes in small batches and single piece flow; and hold frequent retrospectives to identify key learning opportunities, and to optimise their productivity.
* Responsible for assigning all new development tasks amongst the development team, ensuring the best possible allocation of resources.

### HRonline - Senior Business Analyst (March 2015 - Oct 2017) – reason for leaving: career progression

* Conducted more than fifty in-depth interviews, both face-to-face and via telephone, with customers.
* Created more than twenty detailed quantitative user behaviour and preference surveys.
* Led and facilitated more than twenty workshops to create and use detailed customer personas based on the evidence gathered beforehand.
* Created more than twenty sitemaps/user process journeys charting the ideal path for customers through our products and features, as well as wireframes to be prototyped.
* Once these have been validated, I then work hard to create hypotheses on how our customers will interact with our software, and then work with developers to build software interactions that not only combine simplicity and elegance, but also prove or disprove our working hypotheses.
* I also assisted the team and other stakeholders in the creation and subsequent curation of a product roadmap and product backlog for HRonline, based on customer requirements from multiple user demographic groups and personas.
* Throughout this period I used a number of design and work management systems including the Adobe Creative Cloud suite, Confluence, JIRA, and Trello to curate, manage and communicate the product backlog, as well as coordinating the workload across several multi-functional teams.

### Co-operative Group - Business Analyst (November 2012 - February 2015) – reason for leaving: career progression

* In this role, I recruited and led a team of Business Analysts as they elicited and documented requirements for the Co-op Food's transformation programme of more than £20million of investment.
* I also learned how to work simultaneously on multiple projects, delivering detailed requirements documentation for more than 10 projects representing more than £2million in investment.
* I also learned how to use Jama and Mingle as online requirements management systems and how to effectively report on project progress using sprint burndown charts, cumulative flow diagrams and Gantt charts.
* I also learned how to coordinate the development by multiple suppliers of the Co-op's flagship web and native apps, to showcase their food deals and drive in-store footfall.
* I also learned the importance of UX in the software development process, when I led the development of prototype native iOS and Android apps for the Co-op's membership scheme.

### Bupa - Service Team Manager / Business Analyst (May 2007 - November 2012) – reason for leaving: career progression

* During this period I worked in Bupa UK’s Change and IT division. In this role I learned how to work effectively in an agile project team, using scrum development practices.
* I facilitated the development and test of a master data management platform, which taught me about the value of customer data and its stewardship. I also facilitated the development of a campaign management platform for the Bupa UK marketing department.
* Finally, I elicited and documented an exhaustive process architecture for the entire UK business.
* Prior to working as a Business Analyst I worked in the Service department as a Team Manager where I line-managed a team of on average fifteen advisors for three years.

## EDUCATION

* 2003: A-levels: Gen. Studies A; English literature A; History B; Politics B (Allerton High Sixth Form).
* 2012: Introductory Certificate in Project Management (Association of Project Management).
* 2013: Certificate in Mobile App Design (Excel with Business).
* 2013: Introduction to Behavioural Economics (EducationX).
* 2013: Introduction to Enterprise Architecture (Open2Study).
* 2014: Basics of Scrum, Agile and Project Delivery (Udemy).

## REFERENCES

These are available upon request.