

Hi, I'm Tom.

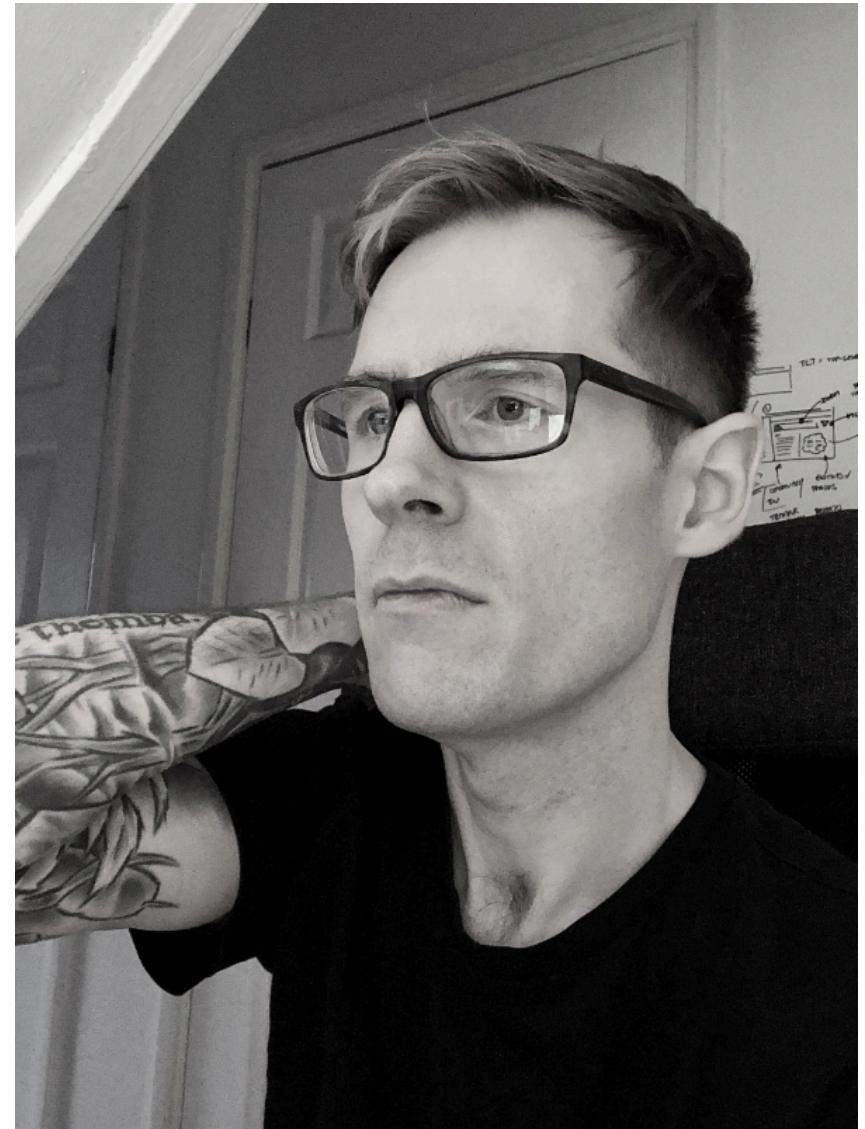
I'm a remote-working UX consultant, facilitator, and design mentor.

Hello!

I'm Tom. I help startups and small, but mighty businesses to create exceptional digital products, working closely with key stakeholders to ensure everything designed is customer-focused, leading to happier users and more profitable businesses.

My focus as a professional is designing 'fit for purpose' products and solutions that meet the needs of my clients and their customers. I have over a decade of experience in the design industry and have spent over eight years working in the digital product space.

With a flexible, collaborative approach to work I have no hard-and-fast playbooks to follow. Every client, project, and product is different.





Tully

Deloitte.



I have supported a number of Nottingham-based businesses including a life-science startup and a leading AI-development company in their development of new, cornerstone digital products.

A large portion of 2019 was spent working with start-ups on product concepts positioned for gaining investment; both of the FinTech projects helped their businesses achieve the funding they needed.

These projects lead to working with a number of globally recognised agencies including Deloitte, Ministry of Defence, and Experian - I've delivered workshops and Design Sprints in person and remotely, plus consulted on new product developments for teams around the world.

CV Headlines

October 2016 - Present

Director / Consultant / Facilitator

Tom Jepson Creative Limited

August 2020 - Present

Student Mentor

Springboard UX/UI Course

February 2018 - February 2019

Head of Design

Biotaware, Nottingham

December 2016 - February 2018

Lead Designer

Buying Butler, Nottingham

“Beyond his clear abilities as a designer, Tom’s strengths lie in his communication skills on a personal and professional level. I felt confident that he could deliver what I wanted from our very first meeting. The passion and energy he has for his work is infectious.”

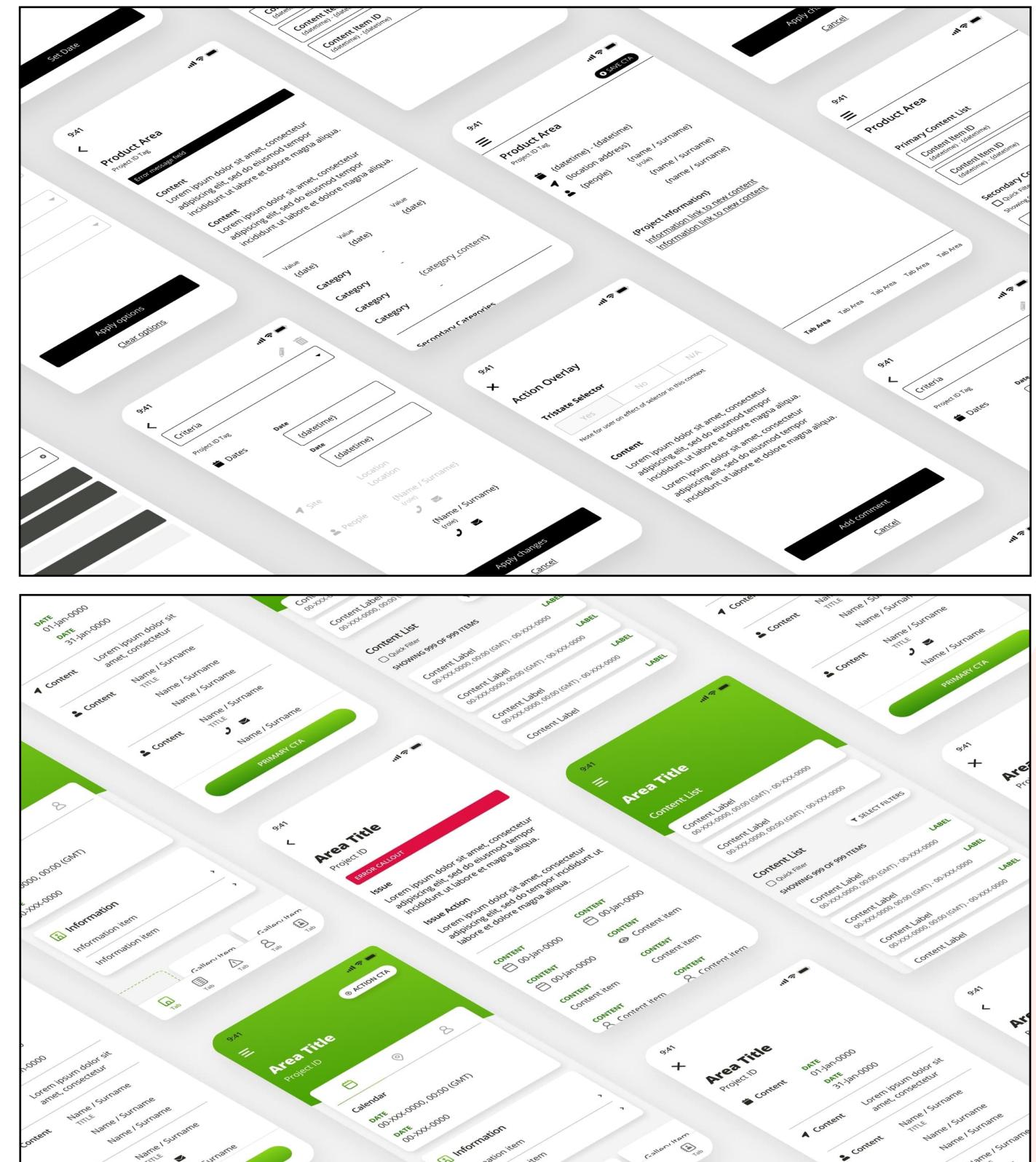
Jon Mahoney

Director, Accidentist

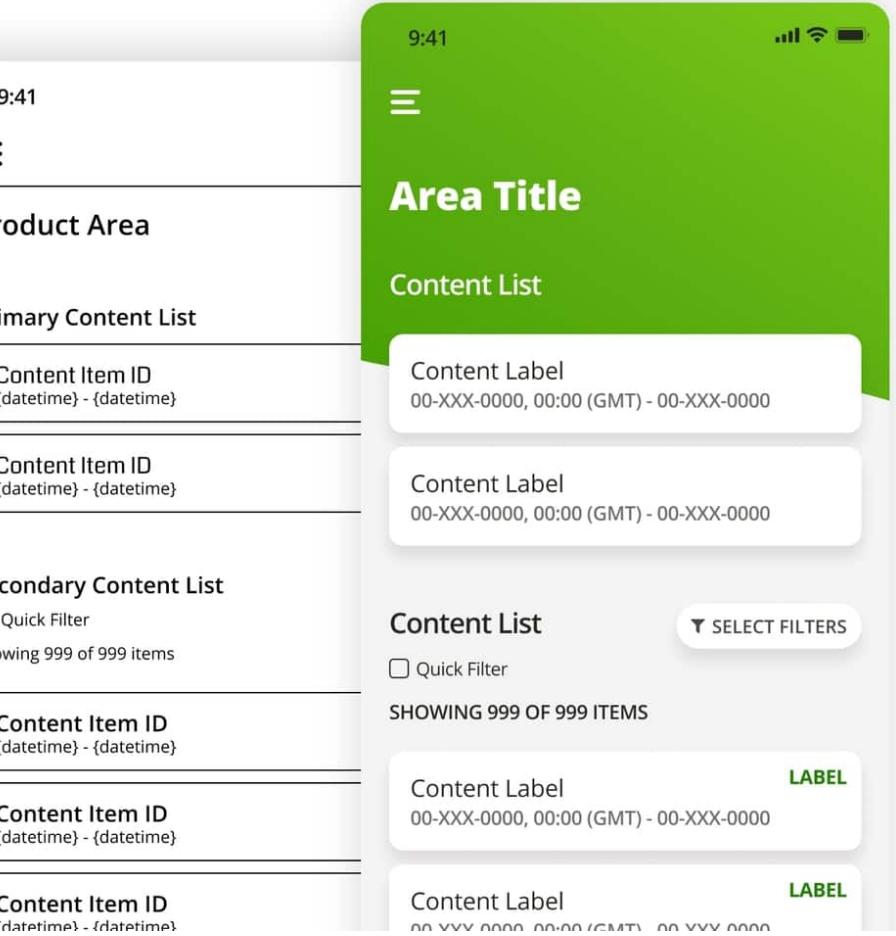
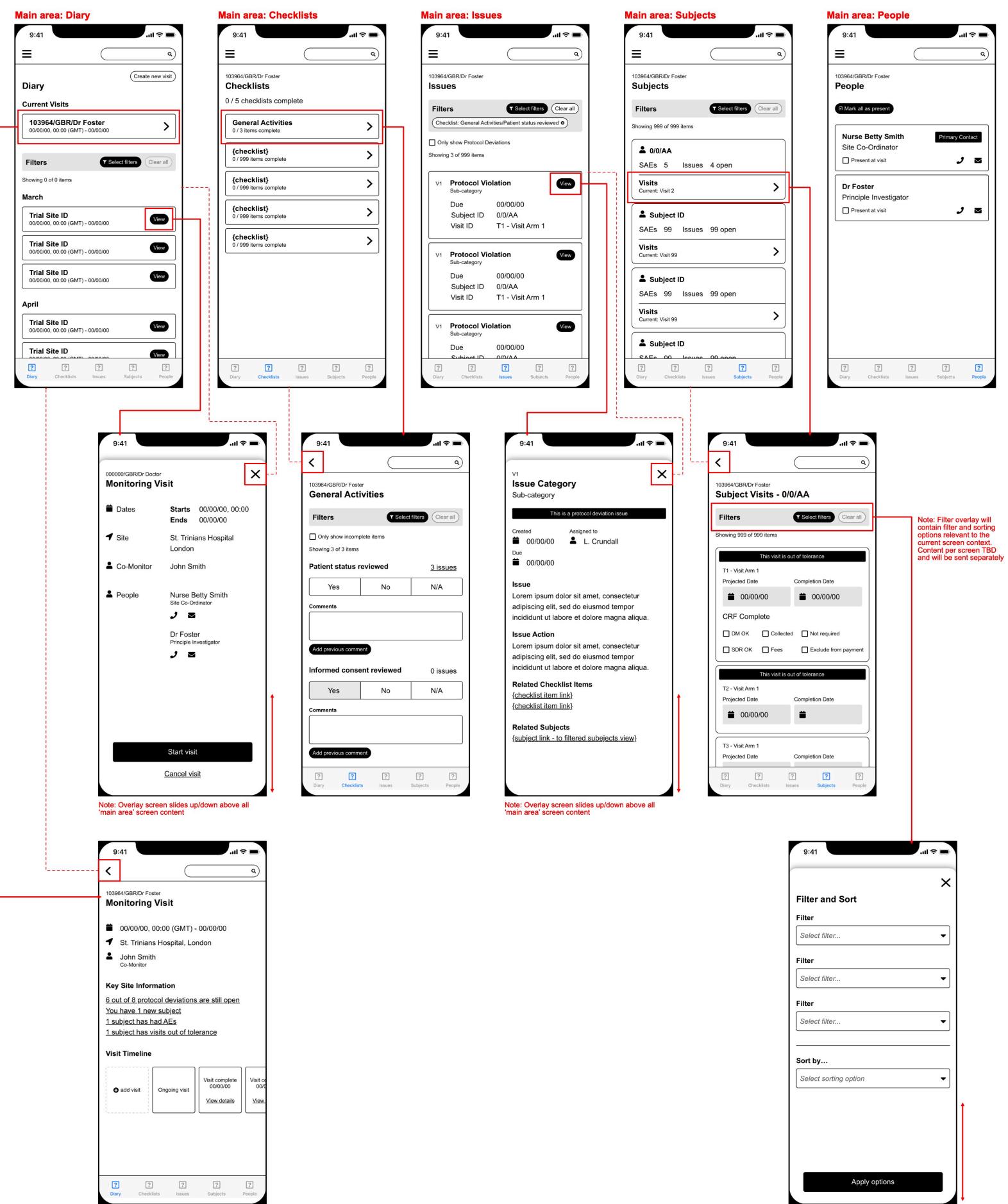
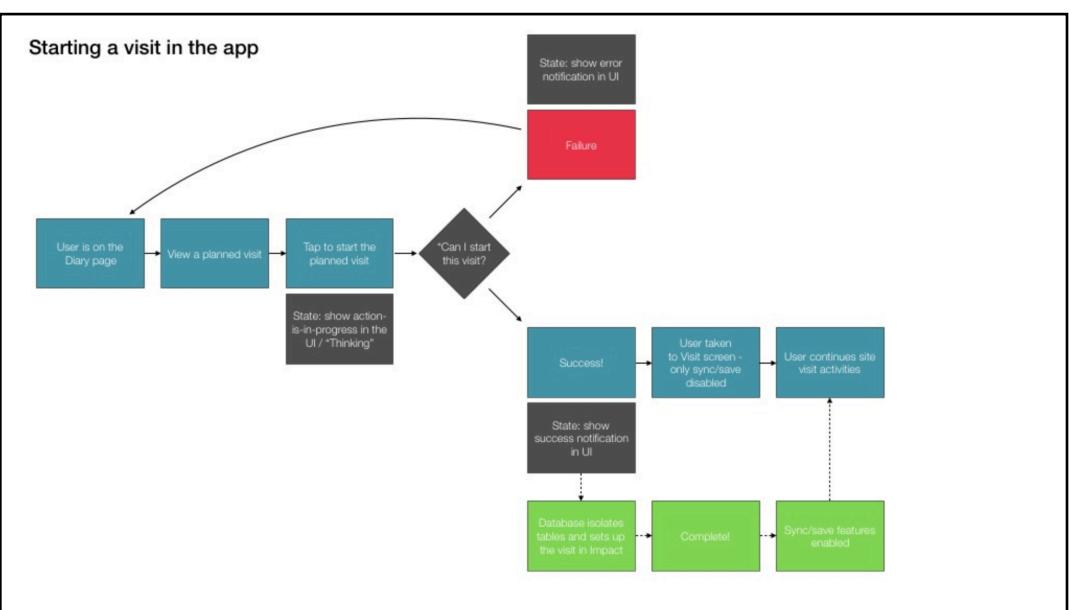
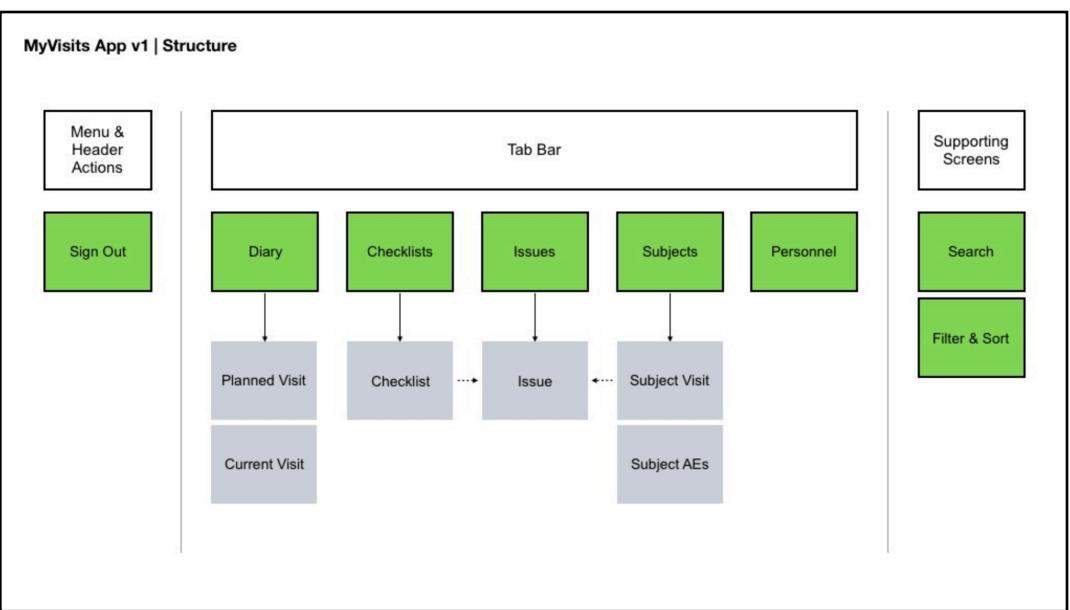


I was approached by Parexel to assist with the design of a new clinical trial compliance app. Providing functionality to track and measure every aspect of a clinical trial, the app was required to support and simplify core aspects of existing browser-based software.

I worked alongside an experienced User Researcher with the goal of distilling and simplifying a number complex connected processes found in the current flagship product. Together we created solutions fulfilling the researched needs of the target audience whilst balancing against a pre-defined feature specification and a number of business and technical constraints.



"From wireframes to high-fidelity UI ..."



There was plenty of lo-fi work done up front with digital flows and diagrams shared throughout the stakeholder team.

Detailed wire-flows were shared with developers early so that any potential pitfalls could be alleviated and iterated out of the design; some paradigms in the existing product could not be unpicked.

The UI treatment - although very MVP - helped set the aesthetic baseline for the team once the project had been handed over. I had design 'brand first' to ensure consistency over both iOS and Android at the request of the business; pattern-best practice was observed at all times.

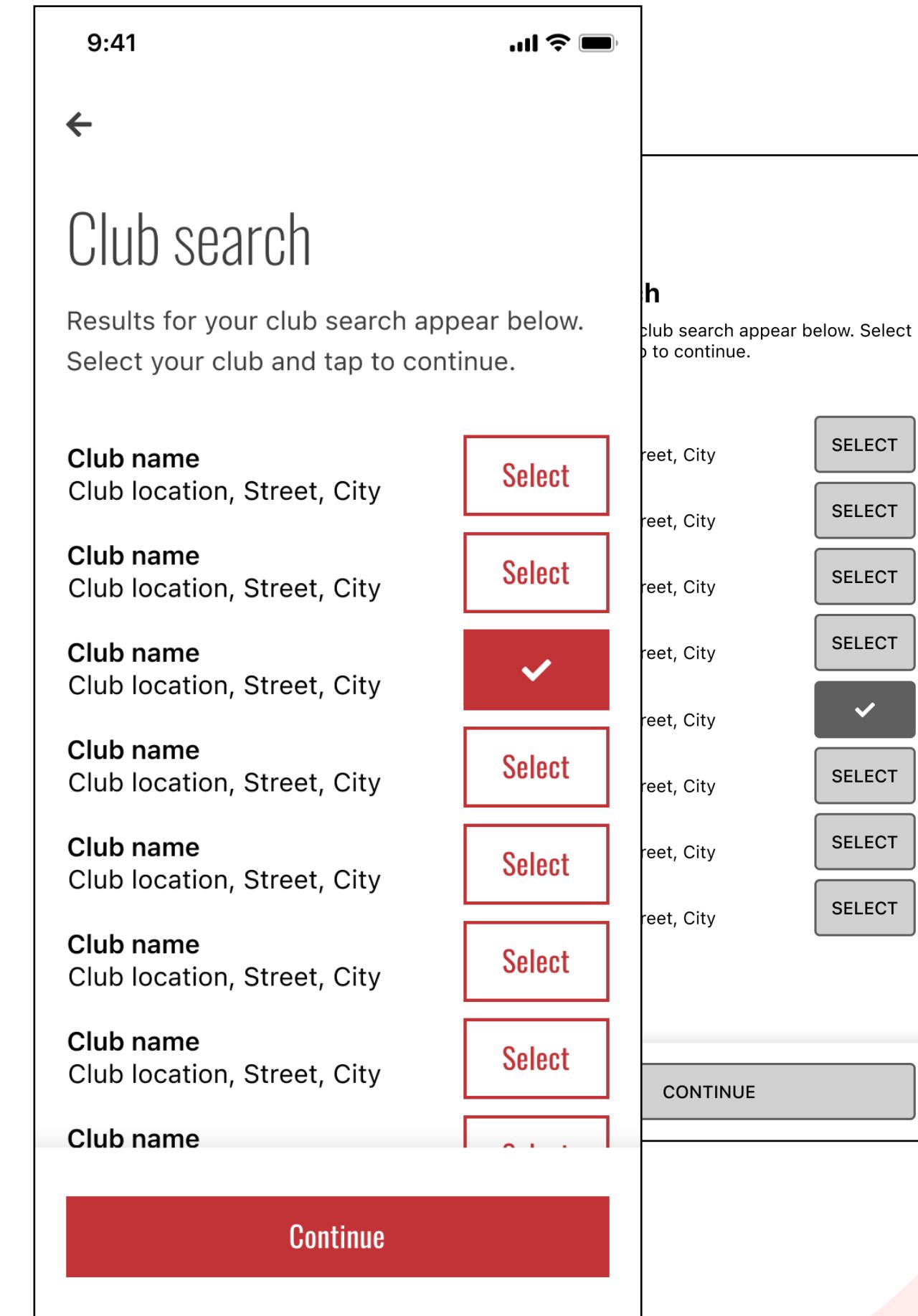


To improve a problematic registration and onboarding feature, I partnered with Myzone's app developers and support team. This project was business-critical since Myzone were due to launch a new product within weeks of us beginning.

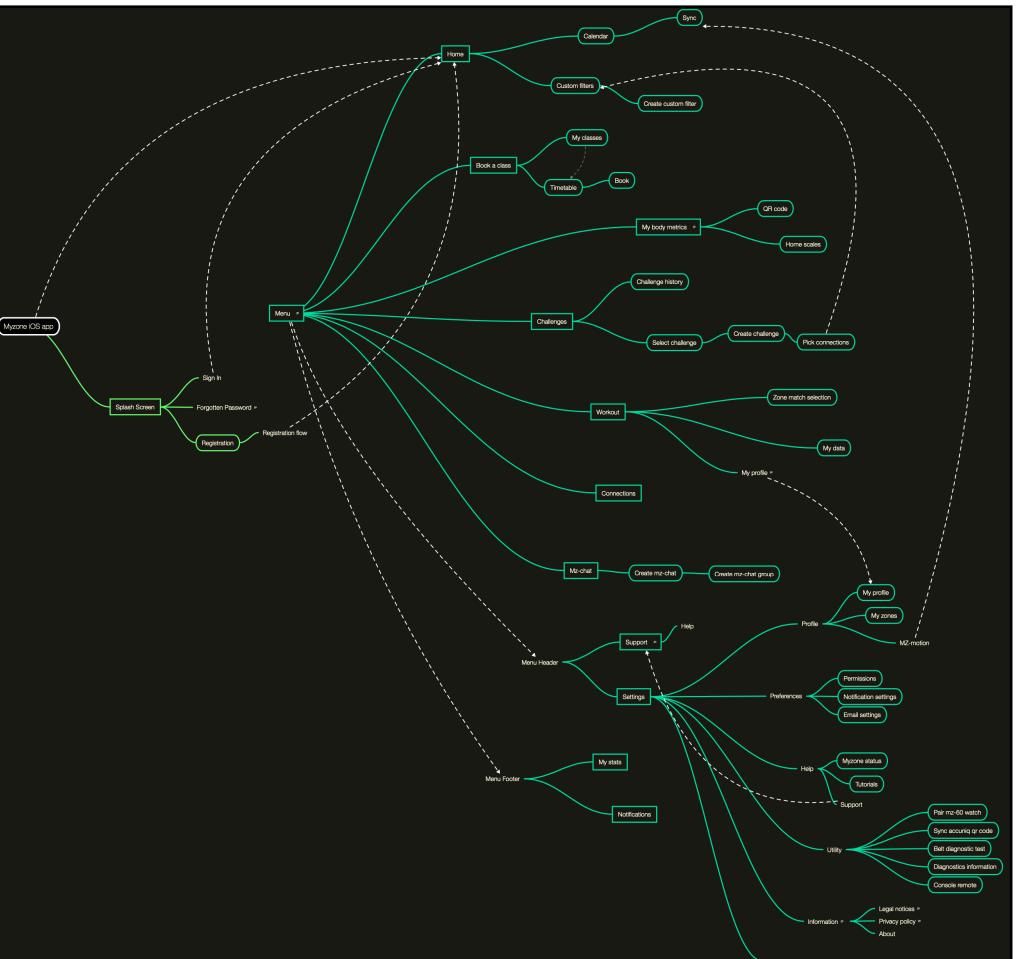
Observing anecdotal community feedback and findings from in-person product testing we were able to identify the areas - including some hard-baked Myzone concepts - where friction, frustration, and drop-off were occurring.

Our remote relationship was collaborative from the get-go; to achieve the best results we could in the short time we had together it was essential to bypass some existing 'work cascade' standards and tap into the team's brand and product expertise.

From research and discovery to co-design, through wireframing, prototyping, and UI concepts I was hands-on with each stage of the project.

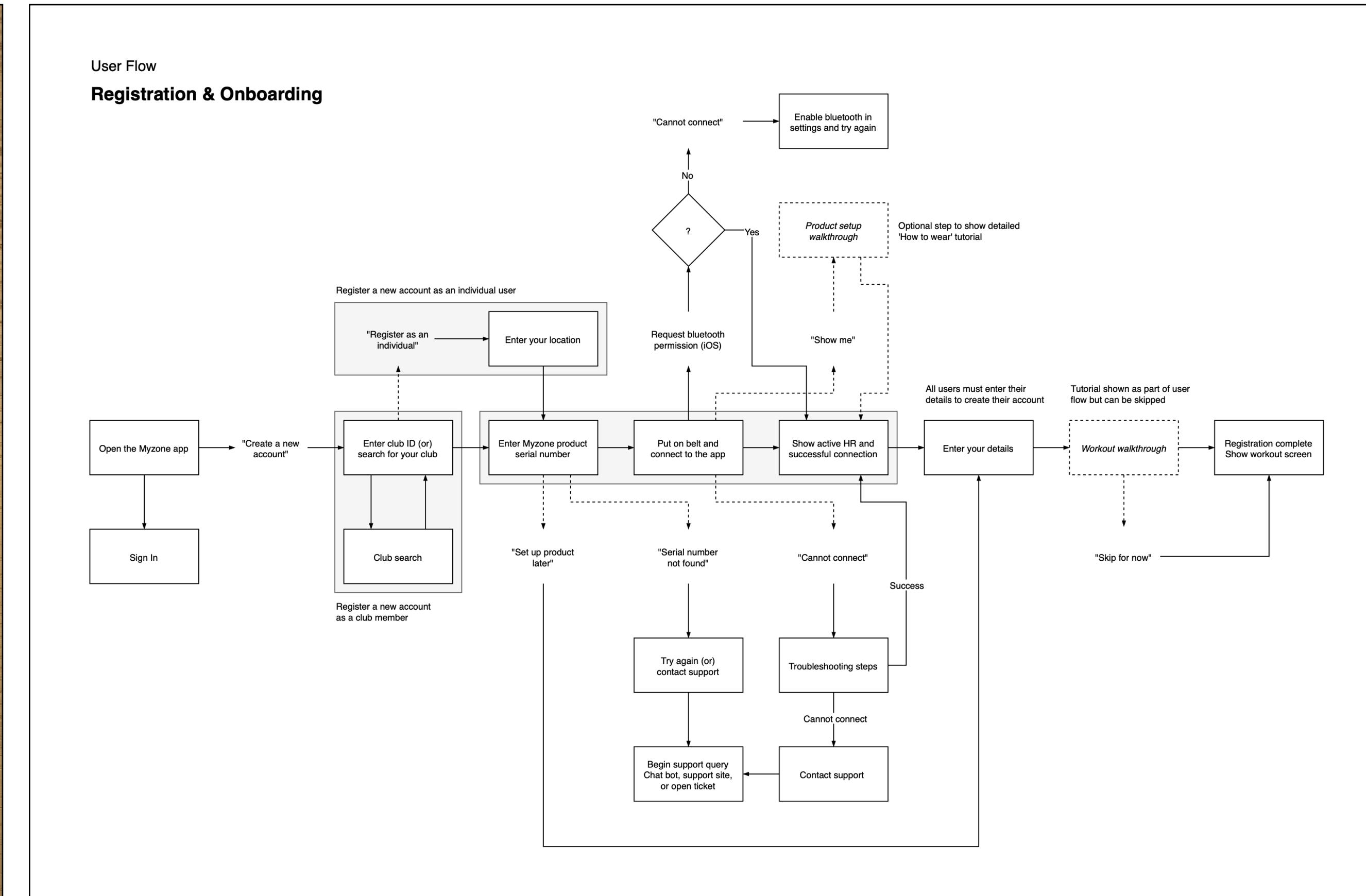
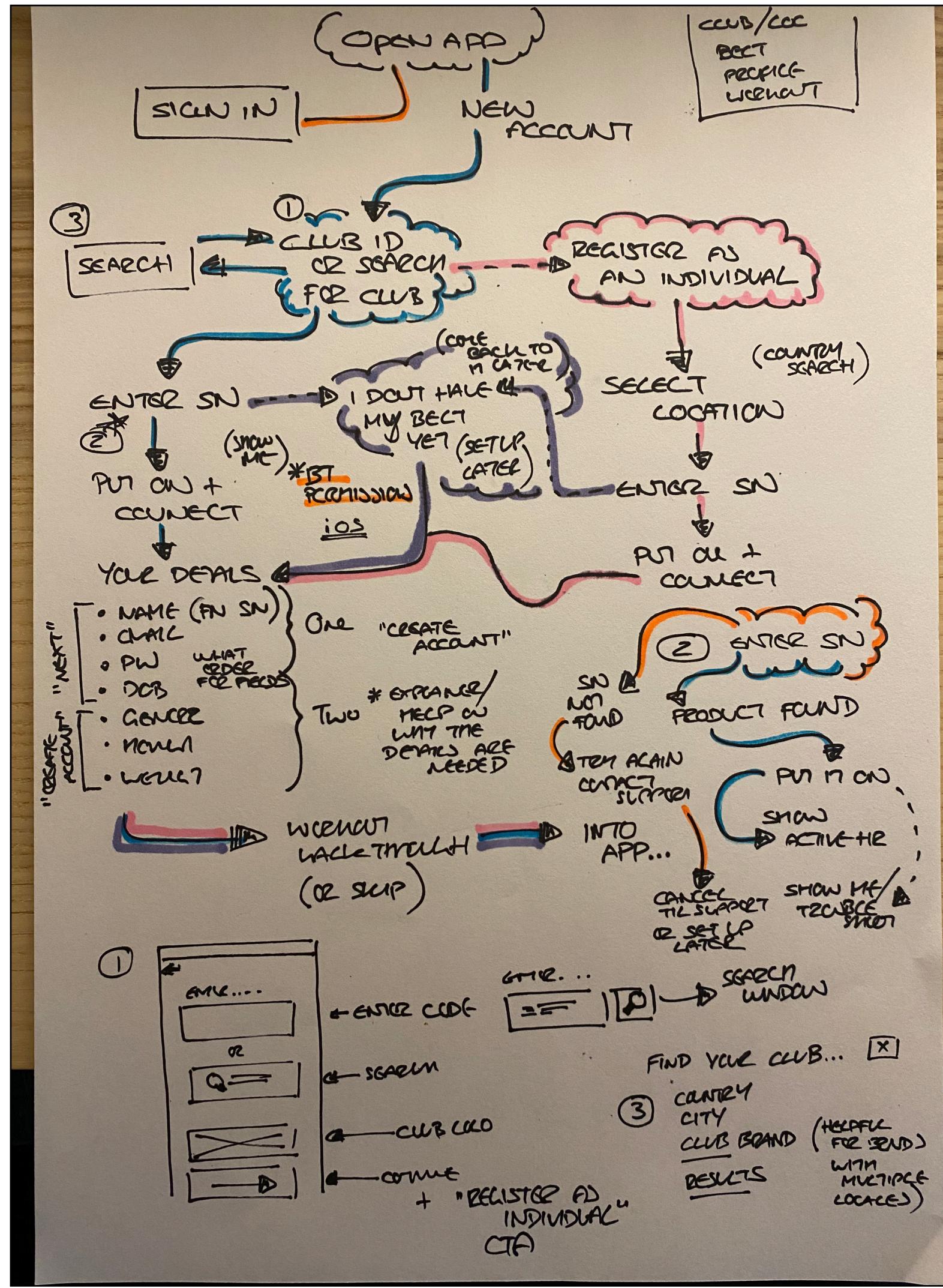


Come back to this					
Come back to this	Evidenced	Audit Tasks	Notes	UX Impact 0 = no major detriment 5 = critical	Impact Comment
A	B	C	D	E	F
<input type="checkbox"/>	<input type="checkbox"/>	Button names		0	
<input type="checkbox"/>	<input type="checkbox"/>	Use WCAG guidelines		0	
Home Page					
<input type="checkbox"/>	<input type="checkbox"/>	The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	Page isn't overloaded but also doesn't have enough relevant content or controls	3	The homepage should support both the users goals and the businesses needs; improve the content so the user knows where they are, why they are there, who they are dealing with, and what the can access in the shop
<input type="checkbox"/>	<input type="checkbox"/>		Location drop-down order is not consistent: ordering differs depending on which country you have selected	1	A minor irritation and possibly a detail a casual user may overlook. A list should remain ordered in all contexts if there is no option for the user to sort it themselves
<input checked="" type="checkbox"/>			Limited regions selectable on the home screen	5	Why is the user only able to select from a handful of regions? Without an explanation as to why they are likely to bounce from the site.
<input type="checkbox"/>	<input type="checkbox"/>		Changing the location selection on the shop homepage empties the cart of any selections without any error state or warning to the user	5	This could result in major frustration for the user; the system is forcing them into making an error
<input type="checkbox"/>	<input type="checkbox"/>		It isn't clear that the region selector changes not only the currency but the delivery options, too	3	
<input type="checkbox"/>	<input type="checkbox"/>		Location selection on shop home sets currency for this visit - can only be done here and there are only 8 region selections available	4	
<input type="checkbox"/>	<input type="checkbox"/>		If a voucher code is applied, you can use the language/location selector to reset the site and remove the voucher. If a code is applied from an offer landing page, it cannot be removed without "hacking" the site" using the location selector.	4	If the user is coming into the site on an offer landing page, only the offer prices should be shown A discount voucher option should be presented at an appropriate point in the journey, not up front to alter the critical path a user could take
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Applying a voucher code will automatically reset the page location/language/currency to that of the code (e.g. if in US and a UK code is applied, the site resets)	5	Another opportunity to force the user into making an 'error' with their actions on site
<input type="checkbox"/>	<input type="checkbox"/>		There is no error validation or state for the promotion code: the page reloads when user presses 'Apply'	3	States should be shown for all interactable elements on the page
<input type="checkbox"/>	<input type="checkbox"/>		User journey for discount codes: if codes are being applied up front to change the shop prices, should the users be coming into the site from a link with pre-adjusted prices? Discourage shopping around	2	Potentially detrimental to the business since people will exit the site to find an alternative price or product if they cannot determine appropriate value for the Myzone products
<input type="checkbox"/>	<input type="checkbox"/>	The home page contains a search input box	No search on site	1	User should be able to search for a product in the shop catalogue
<input type="checkbox"/>	<input type="checkbox"/>	Product categories are provided and clearly visible on the homepage	No product categorisation	1	Related to search, the user should be able to find products related to their needs using terms which may relate to them
<input type="checkbox"/>	<input type="checkbox"/>	Useful content is presented on the home page or within one click of the home page	Product information can be found within a single click from the homepage	0	
<input type="checkbox"/>	<input type="checkbox"/>	The home page shows good examples of real site content	Products are listed on the homepage - no other content is found on the site	0	
<input type="checkbox"/>	<input type="checkbox"/>	Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	Myzone is the first word in each product entry	1	It doesn't allow for clear differentiation between the products
<input type="checkbox"/>	<input type="checkbox"/>	There is a short list of items recently featured on the homepage, supplemented with a link to archival content	N/A	0	
<input type="checkbox"/>	<input type="checkbox"/>	Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	Primary navigation is not fit for purpose (see next items)	5	
<input type="checkbox"/>	<input type="checkbox"/>		Shop' action takes user back to shop home	3	This is unnecessary and a possible point of friction for the user
<input type="checkbox"/>	<input type="checkbox"/>		User Login' takes user to different site homepage	5	I'd expect the user to be logging into the shop, not an alternative site
<input type="checkbox"/>	<input type="checkbox"/>		Register My Belt' takes user to a different site, into a form	4	Travelling away from the shop is an unexpected behaviour since it is not apparent that this will happen
<input type="checkbox"/>	<input type="checkbox"/>		Clicking the Myzone logo takes the user away from the shop	5	Why is the user being taken away from the shop?
<input type="checkbox"/>	<input type="checkbox"/>		Footer contains non-critical information	0	
<input type="checkbox"/>	<input type="checkbox"/>		Navigation items are unlikely to be mistaken for adverts	0	
<input type="checkbox"/>	<input type="checkbox"/>	Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	No content on site to support this	3	The user should understand, clearly, where they are and why they are there
<input type="checkbox"/>	<input type="checkbox"/>	The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	Products are shown in situ on real people but not in use	1	Better imagery required to support the products and business goals
<input type="checkbox"/>	<input type="checkbox"/>	The home page contains meaningful graphics, not clip art or pictures of models	Imagery of products (over the entire site) is inconsistent	1	Better imagery may improve the overall experience on the website
<input type="checkbox"/>	<input type="checkbox"/>	The title of the home page will provide good visibility in search engines like Google	Homepage title: Buy Online	2	A more appropriate title for the page will improve search potential
<input type="checkbox"/>	<input type="checkbox"/>	All corporate information is grouped in one distinct area (e.g. "About Us")	No business information used on the shop site: users taken off site (in the same tab) when needing to view anything not directly related to purchasing a product	2	
<input type="checkbox"/>	<input type="checkbox"/>	Users will understand the value proposition	Nothing on site to support this	2	
			The first instruction to the user is "SELECT A MYZONE PRODUCT" which is followed by a discount code how is the user supposed to know what's what? Will they go back for one online?		

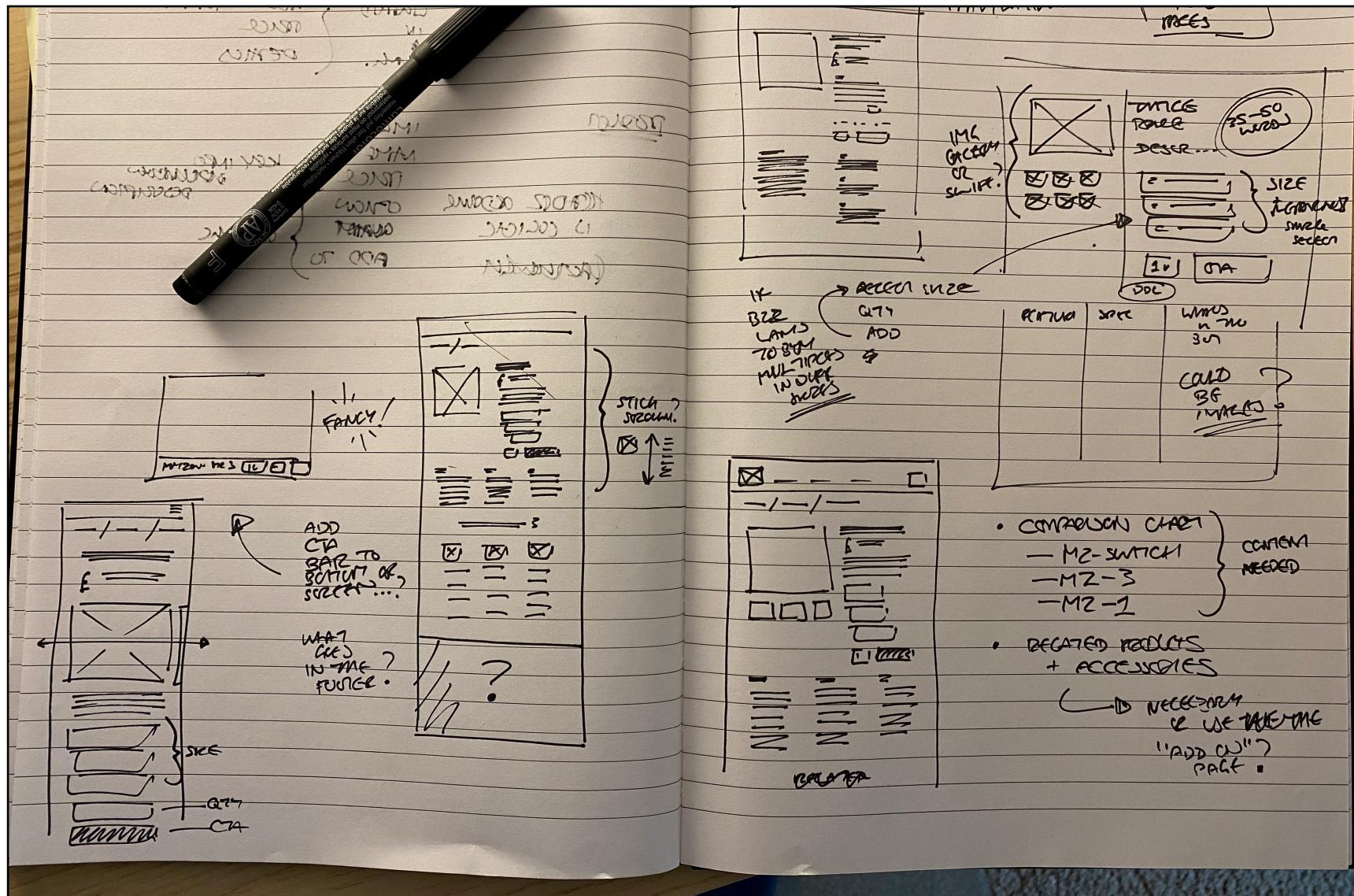


As part of the app improvement project, I conducted a comprehensive UX audit and structure mapping exercise to help the team understand where - from a standards-perspective - their product was falling down.

I ran the team through a brief (90m) journey ideation and mapping sessions to understand the areas of the product we needed to keep, those we could change, and some nice-to-haves from the back-burner which we could explore as part of this work.

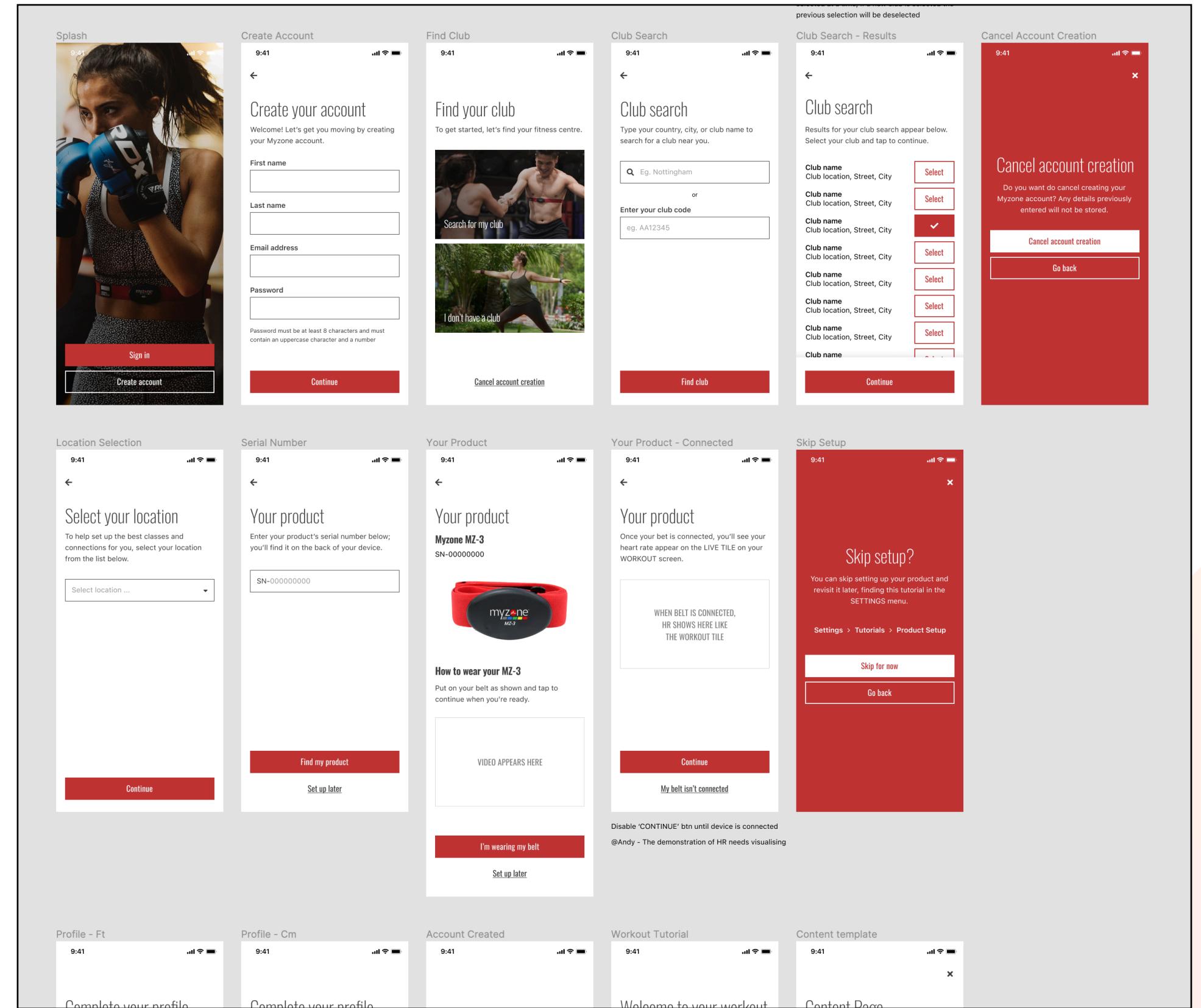
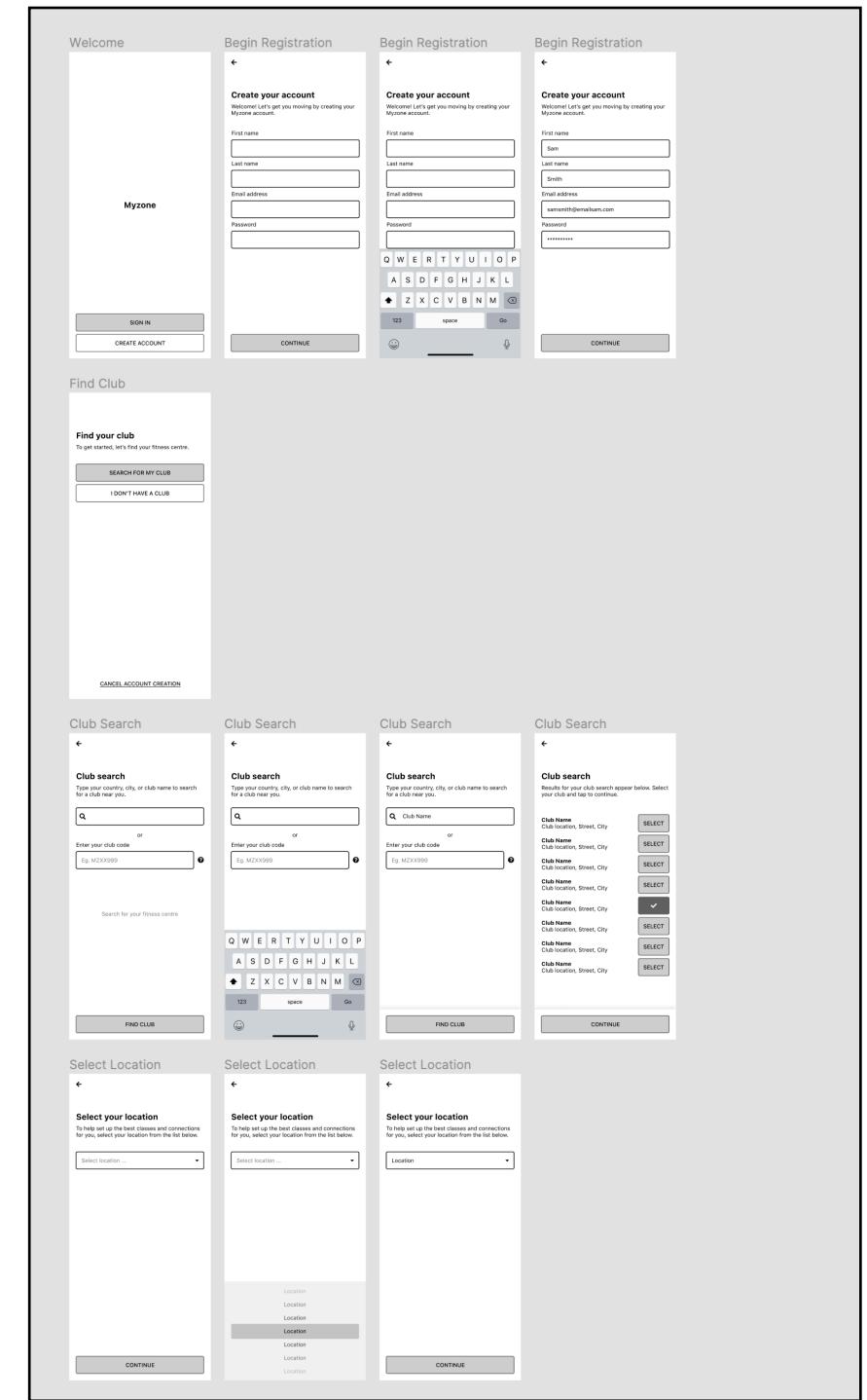


Many flow sketches were shared around the team - a quick way to gain consensus on an idea! I used [draw.io](#) to present digitised flows, sharing the lives files with the team so we could collaborate in next-to-real time.



Lo-fi sketches were turned into wireframes using Figma, prototyped to gain agreement on the flow (c. 7 full iterations in total), and translated into platform-specific UI treatments. I wanted to present the team with a UI design strategy which they could carry forward to other areas of the app since previous design work had been attempted with a 'whatever fits' mindset.

The team now have a basic UI kit for both iOS and Android around which they can build any new screens. Layout templates, interaction guidance, and extendable components were provided.



“Tom not only tried to understand what makes the project tick, but what makes us tick as individuals. It was very impressive. He has the ability to make everyone feel open and honest about their project.”

Sandun,

Project Manager and Research Lead, Cultural Research Centre

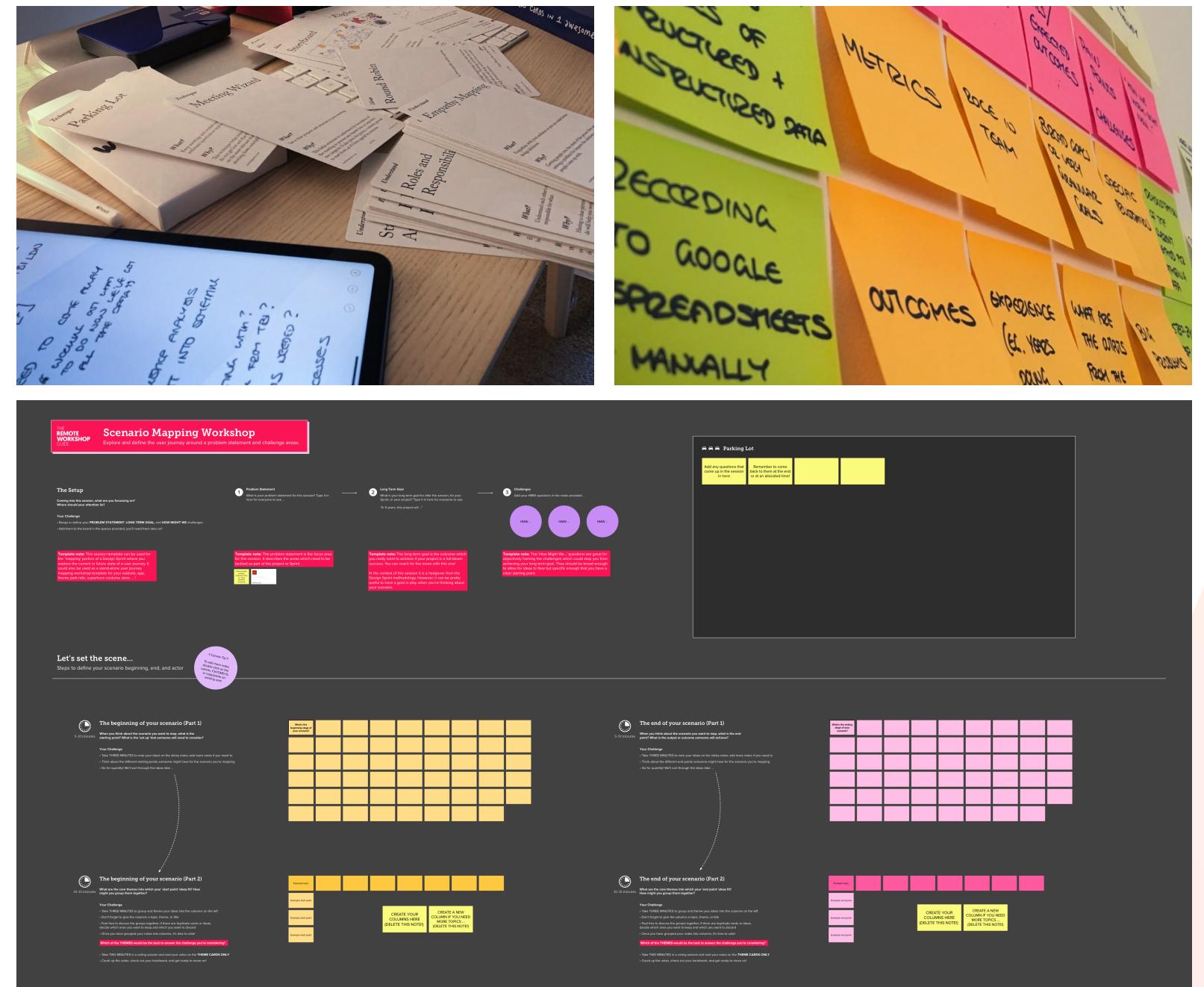
Workshops.

Collaborative workshops form the backbone of my client projects.

From strategic conversations to design discovery and co-creation, holding a purposeful workshop helps me understand my clients' needs more deeply and puts each attendee at the heart of the design process. It provides hands-on experience, focus, and a fresh perspective on projects which attendees may have been living with for a long time.

While I have a toolkit of methods and activities for any scenario, there are no true 'cookie cutter' recipes. Each session is planned based on its intended outcome and attending audience. I aim to give attendees a conversational, engaging experience in each workshop; I'm a 'chatty' facilitator and strive to break down any barriers or preconceived worries people might have about taking part.

Now entirely remote, I utilise ZOOM and MURAL extensively for running my workshop sessions. It's not without its challenges - replicating an 'in person' experience isn't possible and or practical - however transitioning to this format as my 'go to' early on has proven to be successful with clients requesting repeat sessions.

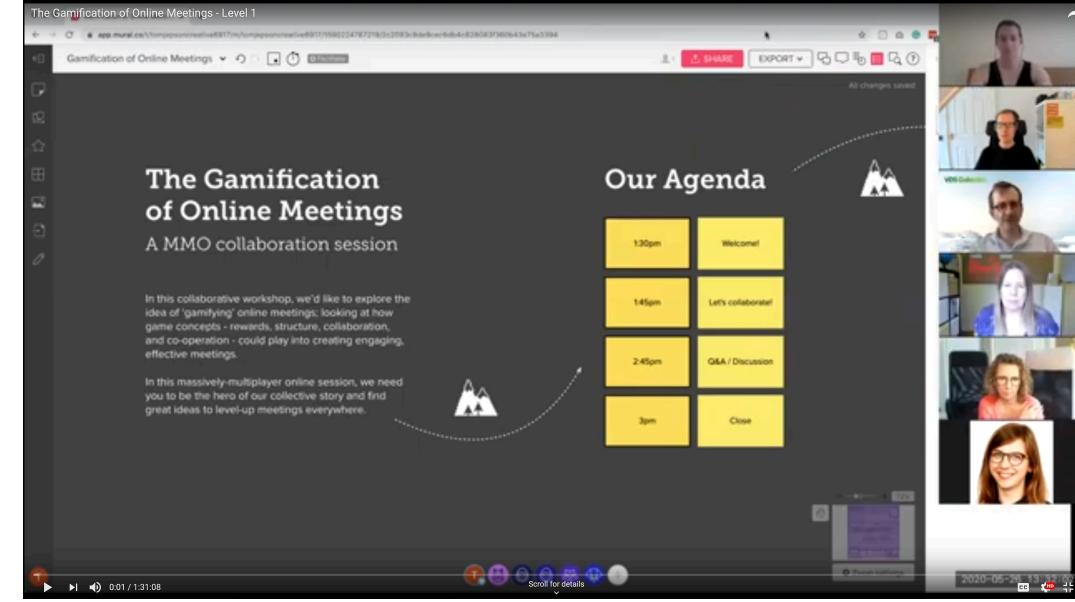


Live sessions.

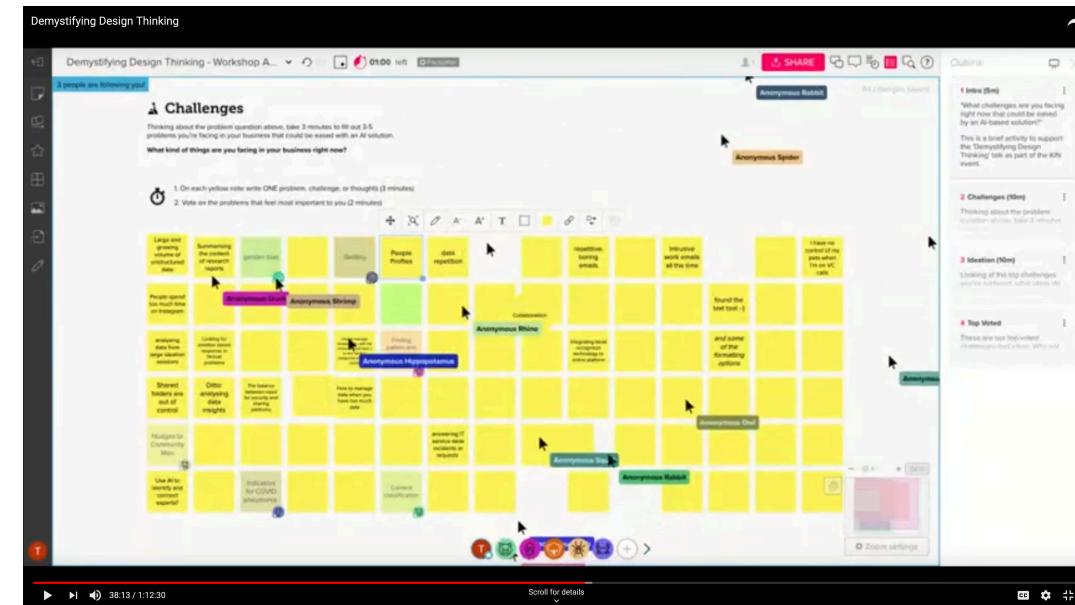
Here are two live sessions.

The first is one of a series of workshops I ran on gamifying online meetings; an early-2020 project to demonstrate the potential of online collaboration to people who might not have previously experienced it whilst bringing out ideas to enhance our online sessions.

The second is a talk and workshop I delivered for a Warwick University business group on Design Thinking, demonstrating some collaborative ideation techniques to a collection of managers, data scientists, and technologists.



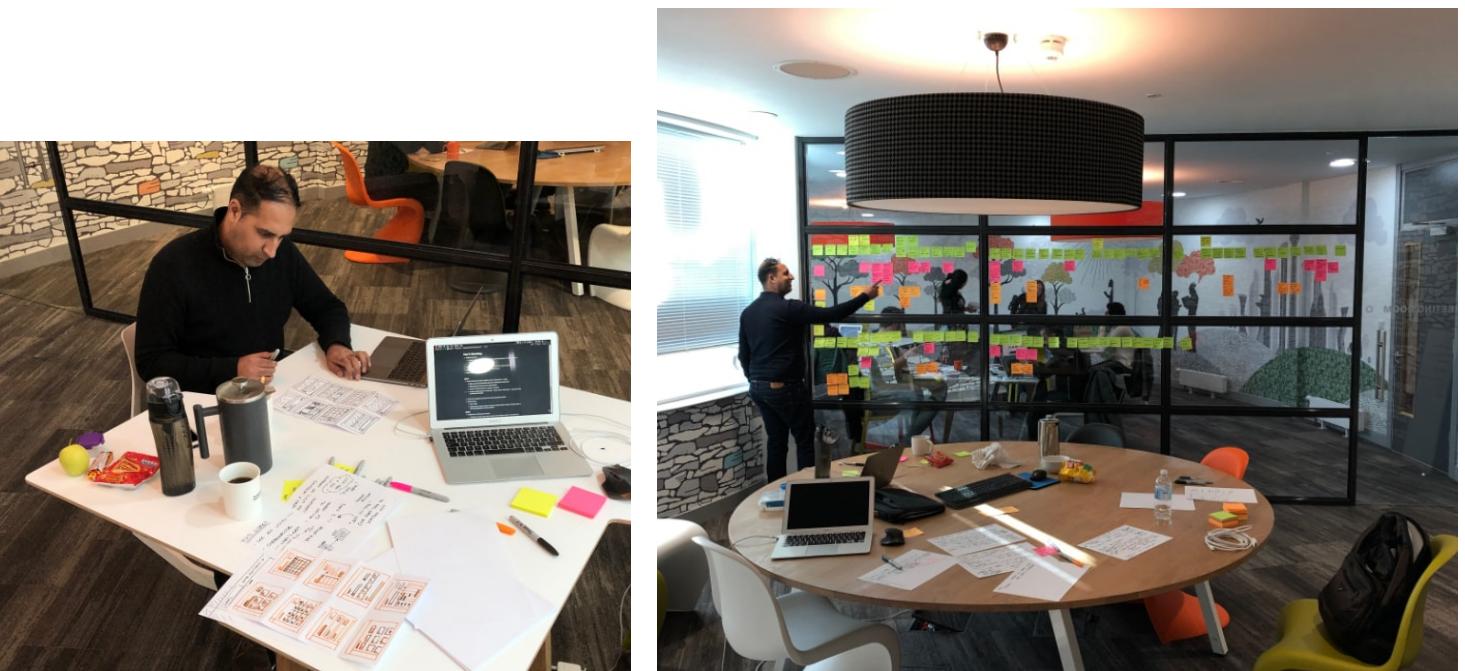
The Gamification of Online Meetings
<https://youtu.be/IGK1newP-Yg>



Demystifying Design Thinking
https://youtu.be/POFr_dc3BGQ

Design Sprints.

The Design Sprint was a common request from product design clients in 2019. While not a tool for every occasion, I find it to be a very effective method of ‘getting things going’ and engaging (sometimes cynical) stakeholders with something of which they have heard.



Two clients who saw great success from a five-day sprint were life-science startup Pharmaseal and credit controller Experian. I delivered the Sprints in person, adopting the five-day method to unpick product challenges and engage the team in collaborative design activities.



One client came away with a prototype which they implemented and tested live in their existing platform; the other had a concept to use as leverage in business conversations and to demonstrate the value of external support to their business.



Along with the client Sprints, I have been an active participant and co-facilitator of the Global Virtual Design Sprint and also the ‘VDS Collective’ - a community (now sadly closed) I founded with two industry peers I met during my time on the GVDS.

“Tom set about understanding our problem, our market fit, and set out a structure-yet-flexible approach to help us meet our goals. Working through a Design Sprint with Tom could not have been a more fun, productive and engaging experience.”

Ricky Lakhani

Director of Product Management, Pharmaseal

Thanks for reading. I hope we can talk soon.

hello@tomjepsoncreative.com

@tomjepson on Telegram

@tomjepsoncrtv on Twitter