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| Leigh Garland | 07890 847106  leigh@doublygood.co.uk |

A highly-skilled and commercially astute director with expertise in technology and product development. Over 20 years’ experience covering digital, banking, retail, travel and ecommerce. A track record of supporting large businesses through times of transformation and change and setting the foundations for scalable growth within start-ups.

A consensus-building and collaborative leader, skilled in facilitating diverse perspectives in discussion and establishing effective paths forward. Brings unique insight and a fresh and creative perspective to challenges.

## Experience

### Founder / Director - Studio Zero (Now Doubly Good)

*February 2015 – present*

Established to provide product management and technical development services to startups and enterprise innovation hubs.

Work as Studio Zero / Doubly Good includes:

**Elephant Healthcare**Elephant is a startup bringing digital healthcare to low-and-middle income countries, such as Kenya and Ghana. We were initially brought on to build out their services, but as COVID-19 swept across the world, we were uniquely positioned to help Kenya get frontline services prepared. We created a demo using USSD (a widespread but old-fashioned mobile tech) which grew into a critical service to connect primary care services to county officials.

**John Lewis Partnership Ventures**Supporting the development of a range of products at JLP’s business innovation unit. Working with the UX, stakeholders and product owners to define requirements in response to user research. Also manage the offshore development team and provide ad-hoc technical and product support.

* Currently developing a womenswear styling proposition utilising conversational commerce (chatbots) and styling provided by JL stylists, supported by AI. Think “Stitchfix, but for John Lewis”
* Managed the Cook Well proposition from its MVP state into a stable and scalable product for Waitrose. Grew from 200 to 1000 boxes per week in 4 months. Focussed on reducing costs whilst building features based on actual customer needs, and managed transition to an offshore development team. It’s “Hello Fresh, but for Waitrose”
* Supporting Rapid, a 2-hour delivery proposition for waitrose.com

**Extended Reality R&D**In January 2017 I undertook a self-funded 9 month research and development project. Exploring future possibilities for *Web-based* AR and VR. I built a custom Web VR editing tool, and worked with a number of high-profile organisations to research their futures in immersive technology.

**Blend Media**

Developed a web virtual reality editor tool, providing the initial prototype in 3 weeks. Led research and development and managed early-stage product delivery and supported product owner to plan and execute a user-testing & MVP strategy.

*As a 360° video stock provider, Blend were struggling with a lack of an audience for sales. Created a web-based editor and VR player for their content, establishing a channel through which any user with a browser could view their content in VR. This contributed to attracting a significant investment from Facebook.*

**Tesco**

Contributed to the Tesco ‘Digital Design Language’, which consolidated working methods through creation of a single design language and the development of customer-oriented design and service principles, based on GDS best practices.

Overcame resistance and complexity to establish new design language in the many teams in the UK and India. Achieved by working with senior technical stakeholders to develop a tiered, reusable UI Component library. This enabled the reuse of design components leading to more consistently branded products and quicker time to market.

* Updated prototype working patterns, improving recruitment and retaining new prototype staff.
* Built design platform tool, enabling shared React components to be reused by all departments, collaborating with stakeholders.

**RBS / Natwest**

Built a new in-branch account-opening system, using the bank’s custom component system. Addressed unsatisfactory time to market for new products and services, reducing from 3-4 months to 1-2 days.

### Director of Web Technology - Nice Agency

*July 2013 – February 2015*

Established the Web Technology department of this mobile focussed digital agency, including developing the web team, web application capabilities and delivery of all the UK-based web projects.

Led team to deliver the award-winning [i100.co.uk](http://i100.co.uk/) for The Independent. This was an innovative viral news provider and exceeded all targets at launch. Delivered the project in 14 weeks within tight budgetary constraints.

### Freelance Senior front-end developer & agile team lead

*October 2012 – July 2013*

I specialised in agile front-end development for large-scale, high-traffic, e-commerce, single-page apps and marketing sites; particularly media, retail and travel industries. Worked for a major national newspaper group to produce their first tablet-specific hybrid app.

### Senior UX Designer & Developer - Featurespace

*February 2012 – October 2012*

Led UX design and development for this machine-learning analytics company with a focus on business issues such as fraud and customer attrition.

*As an early adopter of machine learning and AI it was essential to communicate these offerings to a lay audience. Worked to establish a more customer-friendly approach, including branding the ARIC engine, a centrepiece of the work. Created a number of opportunities leading to successful funding rounds.*

### EU Interactive Development Lead - SapientNitro (Now Publicis Groupe)

*June 2007 – February 2012*

As EU lead for interactive development, I managed a team of talented developers and had responsibility for the quality of delivery of every project including estimating, planning, front-end architecture, testing and ultimately, code delivery. I worked very closely with our delivery teams in US, India & Singapore, and the UX and Graphic Design track in the UK.

As a project lead, I helped manage multidisciplinary teams to maintain a high standard of execution and user experience, working closely with business analysts, account team, design and development tracks in this client-facing role. Projects include:

* Marks & Spencer  
  Responsible for early-stage interactive prototyping and architecture for a significant re-platforming project. Plus consulting on content production and social media services.
* Singapore Airlines  
  Overall front-end architecture, design and implementation for one of the world’s best airlines. Working in UK, India & Singapore to produce a rich front-end experience.
* HSBC private bank  
  Inter-agency track-lead for front-end design and implementation of a new brochure site.
* e-Directory service & mobile solutions – Dept of Health  
  Rapid prototyping and integration consultation for a secure contact directory, working on BlackBerry.
* Lead DoH Epidemic stock control system - Dept of Health  
  Front end design and implementation for DoH emergency epidemic stock control system.

### Web developer - Mortons Media Group

*November 2005 – June 2007*

### Interactive Media Production

*September 2002 – November 2005*

### Office Manager - Film & Video Workshop

*October 2001 – August 2002*

### New Media Projects Manager - TS2k

*November 1998 – April 2001*

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## Skills

### Product

* Customer research
* User-centric testing and analysis
* Requirement gathering / research
* Liaising with stakeholders at a high level
* Strong UX and Visual design skills and understanding
* A good standard of copywriting skills
* Many years experience of Lean and Agile processes (Scrum, Kanban, XP)

### Tech

* Javascript (React / Redux, Vanilla.js, Aframe, jQuery, ES+)
* HTML, CSS, SASS / LESS
* Build tools (Webpack, grunt, gulp, budo)
* TDD / BDD (Jasmine, Mocha, Protractor)
* Node.js (Express, Feathers, Meteor, Loopback)
* Deploy (Jenkins, Circle)\*
* Cloud services - AWS, Gcloud, Zeit, Surge

## Education

BA Hons Fine Art (Video & Digital media) – 2.1 & Outstanding Student Prize *October 1994 – May 1997*

Leeds College of Art – Foundation - Merit *September 1993 – June 1994*