



Anthony Ford
Senior UX 'Something'

Personal:

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18/06/80

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Education:

Southampton
Institute_HND // Graphic
Design & Illustration

South Trafford
College_ND // Design
Communications &
Illustration

St. Patrick's RC High
School_9 GCSE's //
Including Math's & English



Research



Wireframing



Prototyping



User testing



UI Design



Development



07/19 - 11/19_AKQA_Remote // Senior User Experience

Working remotely and with the team in Gothenburg I'm was primarily carrying out user testing, picking up finished screens for a new section of Volvo cars website about owner information. Creating a large prototype encompassing 7 sub sections. Using testingtime to recruit users and lookback.io to carry out the user interviews & then feedback a report/results for iterative design changes.

- Using Axure creating a large interactive prototype
- Working with Volvo staff to refine a script before carrying out user testing remotely using lookback.io
- Creating a keynote & presenting back results to the team and stakeholders
- Additional rounds of user testing following recommended actions, design changes.

05/19 - 07/19_Virtusa_London // Lead UX Designer

Working in the London office with travel to BT Belfast, I was assigned to a transformation project for BT, an application called MyQuote. Working with Project managers & developers based both in London and Belfast I was required to take the lead for new UX for the application. Prior to this I helped out and fed into a new BT dashboard working with a team in London and India.

- Leading the UX for a transformation project called MyQuote
- Understanding the existing application and limitations before introducing new improved functionality
- Working offsite and with the client in Belfast for a week for a discovery phase
- On site with the client & regular calls with the team reviewing progress sharing prototypes etc.
- High fidelity wires/UI design in Sketch then all prototyping in Invision.
- Helping to create and assigned new sections for a BT dashboard



02/19 - 04/19_Brilliant Basics_Belgium // Senior User Experience Designer

Back working on site with Telenet again picking up where I left off with the PEGA team, similar duties as previously before Christmas.

- Managing stakeholders and relevant BA's expectations
- Regular QA calls with a new offshore UX designer helping to clear up any issues
- Working on solutions and creating high fidelity wireframing for various PEGA business requirements





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The numbers game:

18+ Years Design industry
experience including
Adobe CS

10+ Years Web UX & UI

8+ Years Mobile hybrid &
native app including Axure

5+ Years Sketch & Invision

Can relocate:

Locations within UK //
Manchester, Wilmslow,
London, Mylton kyenes,
Warwick, Hull & Belfast

Locations outside UK //
Gibraltar, Sweden, Belgium



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12/18 - 02/19_Pokerstars_London // UX Designer

Research and deep dive competitor analysis for the help section of the Pokerstars.com site, groundwork for creating a new 'Help hub', working with BA's to look at the IA and flows then creating clickable prototypes in Axure. Making regulatory changes in other areas of the site such as confirming payment methods for the Portuguese site.

- Deep dive competitor analysis
- Documenting user flows and creating clickable prototypes in Axure
- Using mainly Sketch & Axure



10/18 - 12/18_Brilliant Basics_Belgium // Senior User Experience Designer

Working on site with the client Telenet, a large telco company. Producing agent facing screens and flows for the customer services teams using an out the box solution called PEGA. In and out of meetings with business stakeholders, BA's and Dev's, making sense and finishing off existing flows as well as starting new. Regular standup ups with the UX/UI team and reviews. Using Sketch & Invision

- Best practice UX Design for stakeholder meetings
- Using a UI library in Sketch producing high fidelity wireframes for review
- Using mainly Sketch & Invision



08/18 - 10/18_AKQA_Gothenburg // Senior User Experience Architect

Working on site with the client Volvo, helping to promote a new subscription service 'Care by Volvo' for the German market. Looking at Newsletter signups & online, offline and agent busy chat scenarios for the one page scrolling site. Design sprint workshops for Innovation pages, looking at the IA creating a site map, research, sketching, wire framing, prototyping an Innovations flow for the .com site. Also User testing using what users do.

- Researching around business solutions for car leasing given the lion share expectations of sales over personal
- Evaluating user testing sessions and feeding back recommendations for site improvements for the new care by Volvo landing page
- Working with stakeholders creating an improved flow for online chat and its alternate states
- Regular calls considering feasibility with sales force chat and also front end capabilities
- Using Sketch, Axure, Zeplin, Invision & Invision studio
- Innovations design sprint: research, sketching, IA, wire framing, prototyping & user testing





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Courses completed:

Presentation Skills_JD
Williams

PHP
Programming_Manchester
College

Dreamweaver
Foundation_Manchester
College

OS X Studio
Management_Mac People

Dreamweaver, Fireworks &
Flash_ManCAT

Previous UX/UI roles in brief

06/18 - 08/18_Critical Mass_London
// UX Designer



05/18 - 05/18_Summit Media_Warwick
// UX Consultant



08/17 - 03/18_Ladbrokes
Coral_London // UX Designer



06/17 - 07/17_IBM IX_Hull & London
// UX Designer



04/17 - 06/17_ICAEW_Milton Keynes
// Senior UI Designer



02/17 - 04/17_Sagittarius_London
// UX Designer



06/16 - 12/16_BAE Systems_London
// UX Designer



01/16 - 06/16_William Hill_Gibraltar
// UX Designer



09/15 - 10/15_Intelligent
Gaming_Manchester // UI Designer



04/15 - 09/15_EE_London
// UX Designer



03/15 - 04/15_Nitrogen_London
// Digital Designer



10/14 - 03/15_Estates
Gazette_London // UX Designer



09/14 - 10/14_Lipsy_London
// Responsive FED



06/14 - 09/14_truRating_London
// UX Designer/Developer



04/14 - 05/14_Page Visions_London
// UX/UI Designer & Developer



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Previous Web & Front End Dev contracts

03/14 - 03/14_Involve_London // 02/14 - 03/14_Schawk_London // 11/13 - 01/14_Cirrus
Connect_Wilmslow // 10/13 - 11/13_The Hive Group_London // 07/13 - 09/13_Connect 2
Media_Manchester // 11/12 - 07/13_Apps4_Manchester // 07/12 -
10/12_Redworks_Manchester // 05/12 - 06/12_AS&K_London // 03/12 - 04/12_Isobar
Mobile_London // 02/12 - 03/12_Design Motive_London // 09/11 - 02/12_Criteria
MX_London // 12/09 - 08/11_JD Williams_Manchester // 03/09 -
12/09_Freelance_Manchester

Previous Manchester based Graphic Design roles

08/05 - 02/09_InterGame Ltd_Oldham // 08/04 - 08/05_Washington Print_Ardwick // 01/02 -
12/03_Varn International_Irlam // 1997 - 1998_Image by Joseph_Lloyd Street

References

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