

Miles Cheverton · Senior UX Designer

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I'm an experienced UX consultant with a history in front end web development. I specialise in ultra rapid, hands-on prototypes and wire framing, iterative design and observational testing. Designing and coding since late 1999, I'm proud of my policy of continuous personal development, enabling me to stay current in a fast moving industry.

I have a passion for creating experiences that balance the users needs with strategic business objectives.

Skills

User Experience

User journeys; sketching; prototyping; user testing; observational studies; workshop facilitation; card sorting; personas; competitor analysis; requirements discovery and insight gathering; requirements definition; functional specifications; collaborative design; information architecture; user centered and interaction design; UX strategy, mobile, tablet (both for IOS, Android & web) and everything in between and beyond.

Axure, Omnigraffle and other design programmes for wireframes, prototypes, site maps, screen flows and wire framing.

Visual Design

Design theory and practical application; visual and creative awareness; visual design, layout, colour and typography; contemporary design and development trends and techniques; responsive / tablet / mobile design.

Business

Getting Things Done, Agile, Business engagement, product evaluation, People; Stakeholder and time management. Peer review, feedback continuous personal development.

Development

HTML5, CSS3, JavaScript and JQuery; MEAPs (specifically PhoneGap), graceful degradation and progressive enhancement; version control; W3C accessibility standards; common back end technologies and CMS / content management systems. Coding standards, common libraries.

Recent Work

Lead UX Consultant - KPMG

April 2014 - Present

Leading the user experience efforts across KPMG - Restructuring. Worked to bring clarity and consistency to a wide range of complex, disparate applications spread over web, mobile and Windows. Gained a thorough understanding of layered, branching processes in order to abstract complexity away from end users.

Acted as a touch point to developers and managers on all UX issues as well as designing solutions for specific projects such as a multi stage document approval system, efficient focussed dashboards for a complex legislative diary system, a post management and paperless system and more.

Promoted user centred design approaches across the team and the wider group, bringing a fresh way of thinking about software projects to the company. Wrote an application guideline document to supplement the web corporate style guidelines that were previously used for application design.

A wide variety of skills were required at KPMG including Windows app design, user interviews, observational studies, diary studies, user centred design, multi platform interface design, functional specifications, self sufficiency.

Senior UX Designer - TalkTalk

November 2013 - April 2014

Responsible for leading a team of UX designers focussing on improving the existing TalkTalk sales journeys as well as designing new projects with exceptional user experience.

Promoted user centred design practices whilst balancing business requirements and constraints. Drove business engagement with good design practices.

Designed and implemented documentation frameworks covering business requirements, user requirements, options analysis, functional specifications and standard design patterns.

Managed team communications, meetings, knowledge sharing and peer review processes as well as championing the UX team to the online team and across the organisation.

Designed the UX for a tactical, mobile targeted, sales journey, redesigned the B2B sales journey, designed the My Account app for IOS and Android, redesigned the templates for the sales and content pages to maintain their desktop design whilst accommodating phones, tablets and other devices in a responsive way.

Built and maintained a small device lab for testing purposes using 12 different mobile phones and 5 tablets. Used the lab to finesse and prove UX designs and reduce the length and cost of user testing.

Senior UX Consultant - Matrixx Software September 2013 - November 2013

Requirements analysis, design and build of a showcase mobile app to demonstrate the capabilities of a proprietary real time billing system.

Working from a short and broad brief, I fleshed out the project in detailed discussion with senior stakeholders, writing the requirements analysis and competitor analysis, then wrote the use cases, then the requirements documents based on those cases. I worked up from broad paper sketches of user journeys and interfaces, through 10 rapid iterations of higher definition Omnigraffle wireframes, past a clickable prototype built in POP and finally into multiple iterations of a JQuery Mobile interface which was skinned to match an existing corporate identities. A functional specifications document was written based on the previous work and iterated through with the stake holders.

The project involved close collaboration with the marketing and sales departments in the UK, and travelling to the US for a face-to-face consultation with the engineering team in Cupertino, CA.

Senior UX Consultant - Direct Line Group October 2012 - September 2013

Responsible for redesigning the user experience for all Direct Line Group brands (Direct Line, Churchill, Privilege, Green Flag). Particular emphasis on transactional pages and analysis of the existing journey to remove bottlenecks and exit points whilst staying within the technological constraints and business requirements.

Worked on the large scale project to replace an aging, slow to iterate interface with a user focussed, tested, responsive, friction free and coherent customer journey that worked responsively on all devices, mobile, tablet and desktop. Included liaising with external agencies, board level stake holders, creating wire frames and prototypes, performing competitor analysis, facilitating 1:1 user testing, presentation and justification of findings to stakeholders all the way to board level.

Took ownership of the UX design for an Android and IOS mobile app that had been designed outside of the digital department. Redesigned the entire user journey with full stakeholder buy in using fast, visual, low commitment tools right inside stakeholder meetings. Resulted in tight, user focussed application that will be rolled out to most customers.

In addition I ran a number of pro active projects - ultra rapid wire framing workshops, teaching the Getting Things Done methodology, promoting the UX team and UX methodologies across the group, writing accessibility, UX and coding standards documents, communicating relevant updates in the UX world to the

team and the digital department as part of an R&D role, improving the available toolset (hardware and software), instigating and participating in pilots of cloud based collaboration tools.

UX Designer, Electric Putty (Agency)
September 2012 - November 2012

Researching & designing the UX for CourtNav, an online court from advice service run by the Citizens Advice Bureau to deal with an exponential rise in applicants after legal aid is removed. Direct liaison with clients & stakeholders to redesign an admin intensive offline system & replace it with an simple, clear system that can be used by a very wide range of users.

UX & Front End Developer, Friday (Agency)
July 2012 – September 2012

Working on a high profile internal project for HSBC, advising on UX issues & building the front end using HTML, CSS, Javascript & JQuery. Built a smooth, enjoyable and glitch free experience whilst regularly communicating with stakeholders, internal & external.

Lead UX Designer, Alliantist (Start Up)
March 2012 – June 2012

Bringing user centered design to the core Alliantist product, a collaborative project management tool. Using requirements gathering, use cases and usability testing to identify UX interaction issues and bottle necks. Creating prototypes and wire frames (various levels of fidelity from sketches to Omnigraffle layouts and interactive HTML/Jquery mock ups). Creating an overall UX strategy for Alliantist as a company and planning regular observational studies to assess usability performance.

User Experience & User Interface Designer, Public-i Group (Public service webcasting)
January 2012 – March 2012

Regular consultancy role, working on a variety of projects for different clients. Advising the existing team on improving their clients' and users' experience of their core video product; updating and re-training staff to bring them up to speed with current web, UX and UI techniques; bringing their video product into line with responsive design for desktop, mobile, tablet and more; harmonising their mobile and desktop offerings into a single platform.

Previous Roles

- **UX Designer** - RDF Group 2011
- **Front End designer & UX Designer** - BestInvest (Investment bank) 2010 - 2011
- **Front end designer** - Headshift - 2010
- **Front end and UI Designer** - Nature (Macmillan) 2010
- **Front End Developer** - Informa - 2010
- **Front End Developer** - Reed Exhibitions, 2008 - 2010
- **Front End Developer** - Study Group, 2008
- **Front End developer** - Addison - 2008
- **Web Designer / Developer** - Public-i 2007 - 2008
- **Designer and Developer** - Tiscali - 2005 - 2007
- **Designer and Developer** - NHS - 2001 - 2005
- **Designer and Developer** - Farmec - 2000