



**ANDREW SHANLEY**

[www.andrewshanley.co.uk](http://www.andrewshanley.co.uk)

## ABOUT ME

A knowledgeable Experience Strategist, team-lead and creative thinker, I view Experience Design equally a philosophy as much as it is a versatile toolkit of methods and tactics.

I enjoy collaborating with others in applying lean and user-centric methodologies proven to solve big business problems. I revel in designing intuitive products which are a pleasure to use, especially those which provide clear and measurable value for both business and end-consumer.

Out of the office, I enjoy the vibrant offerings of New York City – all without losing my English roots.

## GO ON, SAY HELLO :)

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## EXPLORE – IDEATE – CREATE – VALIDATE

My methodology consists of exploring needs and objectives, solution concepting and lean product creation through various degrees of fidelities before validating hypotheses by means of end-user testing.

## METHODS & OUTPUTS

User Interviews, Surveys and Persona creation.  
Audits and Holistic (Market/Competitor) Research.  
Red-Route/User Journeys and Experience Mapping.  
IA: Card Sorts, Sitemaps and Content Modelling.  
Wireframes, Pitches, Workshops and Presentations.  
Formal/Informal Concept and Prototype Testing.

## TECHNIQUES & SOFTWARE

Whiteboarding, Post-Its, Sharpies, Teammates.  
Keynote, Sketch, OmniGraffle, Principle, Axure.  
Paper Prototypes, InVision, Optimal and Zurb suites.  
Illustrator, Photoshop and HTML/CSS.

## MANCHESTER MET. UNIVERSITY

Information and Communications  
Bachelor of Science (BSc), 1st-class honours

## DIRECTOR OF EXPERIENCE DESIGN AT BEYOND

April 2016 to Present, New York

## HEAD OF USER EXPERIENCE AT BEYOND

June 2012 to Present, New York

Established the User Experience department across four offices globally.

Developed and implemented a comprehensive, user-centric methodology that now drives the company's core product proposition. Evangelised the benefits of UX thinking; raised the profile of user-centric, lean and collaborative design.

Played a leading role in and successfully pitched to bring on-board new clients in Sainsbury's, West Elm, MoneySuperMarket and Google's DoubleClick.

Carved out and led product strategies and robust UX approaches for a multitude of high-profile clientele including Google (Chrome and Android for Work, the Google Cultural Institute), DoubleClick (doubleclick.com), Virgin (virgin.com), West Elm (digital store), UBS (Intranet), Viacom (various internal), Hershey's (Intranet), Sainsbury's (online phone shop).

Work closely with stakeholders, identify business objectives and identify target audiences.

Oversee and mentor teams at a local level, guide product design process and outputs.

Provide support for project and delivery team leads to define tailored product processes, work estimation, resource requirements and management.

## LEAD UX AT RAZORFISH

July 2011 to June 2012, London

Oversaw and led the UX architecture and experience strategy for Audi UK.

Led high-profile creative workshops, envisaged and crafted new and comprehensive blue-sky product concepts. Collaborated closely with business strategists, design and development teams. Pitched and presented approaches to gain stakeholder buy-in.

Led additional UX approaches for McDonalds, Christie's, O2, Emirates and Dove.

## LEAD UX DESIGNER AT COMIC RELIEF (CONTRACT)

January to July 2011, London

Coordinated and executed UX efforts for SportRelief.com; Comic Relief's main product after Red Nose Day. Established and led UX process: stakeholder interviews, journey creation, storyboarded wireframes, interactive prototypes and end-user validation/testing.

Helped achieve the primary product objective: To ensure 1,000,000 runners successfully entered the charity fun run via the registration system the Product Team created.

## SENIOR UX DESIGNER AT BSKYB (CONTRACT)

August 2010 to January 2011, London

Workshopped with Product Owner, created user journeys, storyboards, wireframes and walk-through prototypes for one of Sky's first-ever tablet apps for the newly-launched iPad.

Sky News for iPad topped Apple's app charts immediately on launch and was praised by critics and bloggers for (at the time) it's innovative and immersive user interface.

## UX DESIGNER AT VARIOUS (CONTRACT)

OgilvyOne May to August 2010: Lead the UX for the OMO/Persil global website.

Wallpaper Magazine July 2010: Created final IA for the 'Singapore Revealed' iPad app.

SapientNitro May to July 2010: Created the high-level IA for Mars's global intranet.

## UX WEB DESIGNER AT CLOCK

July 2004 to July 2010, Kings Langley

Created and prototyped user journeys and IA concepts including sitemaps and wireframes for News International, Channel 4, the BBC, Teenage Cancer Trust and J D Wetherspoon.

Won a BIMA for Innovation within Architecture for Channel 4 Intranet work.

Led workshops and training sessions. evangelised usability throughout the company.

Trained up junior members of staff. Maintained front-end coding standards. Designed and developed W3C-compliant websites.