

**PERSONAL DETAILS**

DATE OF BIRTH  
29 May 1967

CONTACT DETAILS  
07870 272 530    stuart@novagaia.co.uk

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**SUMMARY**    A highly experienced, innovative and commercially astute senior information architect, user experience practitioner and customer experience consultant.

Has exercised both senior and Director level responsibilities in a variety of leadership roles.

Creative vision, audience sensitivity, technical literacy and a passionate desire to create beautiful novelty are married with sophisticated aesthetics and powerful analytical skills in the origination of all interactive solutions.

**EXPERIENCE**

- 12 years, various full service agencies
- Senior and Director-level knowledge of information architecture, user experience, research methodologies, industry best practise, project management (Prince2) and media culture
- Financial, banking, public sector, corporate, retail, heritage
- B2B, B2C, e-commerce, CMS
- Web, software, wireless and mobile, print, video

**SKILLS**

- Analysis
- Brand development
- Conceptual modelling
- Copywriting & creative messaging
- Facilitation & communication
- Persona development
- Presentation
- Process modelling
- Relationship building
- Research
- Synthesis & origination
- Taxonomy

**METHOD & APPROACH**

- Brainstorming
- Cognitive walkthrough
- Collaboration
- Competitor analysis
- Content inventory
- Experience modelling
- Expert & heuristic evaluation
- Navigational modelling
- Requirements capture
- User-centred design

**TOOLS & TECHNIQUES**

- Affinity diagramming
- Contextual inquiry
- Depth interviews
- Diagramming
- Process flows
- Storyboards
- Site maps & taxonomies
- Site path diagramming
- Use cases & questionnaires
- User testing
- W3C and DDA compliance
- Wireframes

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**CURRENT EMPLOYMENT**

Jul 2009 – *present*  
Conchango  
[www.conchango.com](http://www.conchango.com)

Originally established in the early 90s, EMC Consulting are an increasingly formidable force in the UK digital landscape, with a strong and compelling offering in user experience, technology, business intelligence and brand. This is my third spell at Conchango (now EMC Consulting).

**Contract**

**ROLE**    **Senior User Experience Consultant**

**RESPONSIBILITY**    Working within the Interactive Media team, currently working on a rapid turn-around high-profile financial services client project.

- Creative development
- Data visualisation
- High resolution wireframing
- Taxonomy development
- Process modeling

## PREVIOUS EMPLOYMENT

Jun 2009 – Jul 2009

CVL

[www.cvluk.com](http://www.cvluk.com)

Founded in 1998 and based in Central London, CVL is one of the UK's leading independent technology consulting firms. Operating it's own highly experienced "expert network", CVL are patiently and effectively partnering with some of the UK's biggest organizations.

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

Consulting within the context of the talented and focused user experience team within CVL, this project was a research and analysis piece for a major high street retailer.

- Qualitative user testing
- Data analysis & presentation

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April 2009 – Jun 2009

Flow Interactive

[www.flowinteractive.com](http://www.flowinteractive.com)

Flow Interactive are one of the premier user experience consultancies in Europe. Highly respected for the rigour and care of their approach, with an open, modern culture that prizes innovation and independence of thought, they encourage information sharing at all levels. This was my second spell at Flow, the first being during the summer of 2007.

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

Re-joining the bright and talented user experience team to help with all manner of user experience consultancy, including:

- Qualitative user testing
- Data analysis
- Persona development
- Software & web site expert evaluation

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Nov 2008 – Mar 2009

Defaqto

[www.defaqto.com](http://www.defaqto.com)

Defaqto are a market leading independent provider of financial services research. Highly experienced in the collection, collation and analysis of market data, they're a respected source of detailed product and service information with impartial insight.

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

I was asked to take an innovative financial services social networking product from initial concept through a user-centred design process to beta launch.

- "Product champion"
- User and industry research
- Persona development
- High resolution wireframing
- Taxonomy development & process modelling

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Aug 2008 – Nov 2008

Conchango/ EMC

[www.conchango.com](http://www.conchango.com)

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

Working within the Interactive Media team, currently working on a variety of company projects, including a broadband TV portal for Setanta sports.

- User and industry research
- Creative development & data visualisation
- High resolution wireframing
- Taxonomy development & process modeling
- Persona development

Jun 2008 – Jul 2008

Fortune Cookie

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

Fortune Cookie are a modest privately-owned agency that survived intact through the industry upheavals of the late 90s. They have a strong focus on accessibility and process.

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

Working on site with BBC stakeholders at White City alongside a huge technical team from Siemens, this rapid-turn-around project involved research and design to deliver a portal interface as part of the BBC's flagship "digital media initiative" (DMI).

- Ethnography
  - Persona development
  - Wireframing
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Sep 2007 – Jun 2008

Conchango

[www.conchango.com](http://www.conchango.com)

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

Working within the Interactive Media team, I worked mainly on a complex, lengthy and prestigious project to re-design the entire Barclays retail banking offering, which included:

- User and industry research
  - Creative development & data visualisation
  - High resolution wireframing
  - Taxonomy development & process modelling
  - Persona development
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May 2007 – Sep 2007

FLOW INTERACTIVE

[www.flow-interactive.com](http://www.flow-interactive.com)

**Contract**

**ROLE** User Experience Consultant

**RESPONSIBILITY**

Joining the extensive user experience team to help with all manner of user experience consultancy, including:

- User testing
  - Software & web site expert evaluation
  - Qualitative user & market research
  - Information architecture
  - Taxonomy development and critique
  - Process modelling
  - Persona development
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Apr 2007 – May 2007

SAPIENT

[www.sapient.com](http://www.sapient.com)

**Contract**

**ROLE** Customer Experience Consultant

**RESPONSIBILITY**

- **Information architecture** – re-joining the programme of effort to rationalise and modernise the COLT Telecom online proposition (to which I contributed earlier in the year – see **Previous employment**). Process modeling, together with detailed taxonomy and wireframe work for both public-facing brochure-ware and transactional offerings.

Feb 2007 – Apr 2007  
BECTA  
[www.becta.org.uk](http://www.becta.org.uk)  
**Contract**

Becta are the Government agency charged with leading the national drive to improve learning through the use of technology, responsible for helping the DfES to deliver on the government's education e-strategy.

**ROLE Usability Consultant**

- RESPONSIBILITY**
- **Usability research** – working with the Head of Usability to create a user-centred design resource library, with the long-term goal of embedding user-centred design principles and practise throughout the organisation and across of its communication projects.
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Nov 2006 – Feb 2007  
SAPIENT  
[www.sapient.com](http://www.sapient.com)  
**Contract**

**ROLE Customer Experience Consultant**

- RESPONSIBILITY**
- **User research, experience modelling, IA** – working to help COLT Telecomm understand their customers and users and designing brand-sensitive solutions to match that understanding, involving distinct user research (ethnography, user segmentation), definition (use case catalogue & personas) and design (IA and graphic design) phases.
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Oct 2006 – Nov 2006  
SYZGY  
[www.szygy.net](http://www.szygy.net)  
**Contract**

Established in 1995, Syzygy are one of the most respected names in the industry with an international presence, a hugely impressive client list and awards coming out of their ears.

**ROLE Consultant User Experience Architect**

- RESPONSIBILITY**
- **Information architecture & experience modelling** – working on the client site at Canary Wharf, this was a rapid turn-around re-architecture of the London 2012 Olympic Games website.
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Sep 2006 – Oct 2006  
CORPORATE EDGE  
[www.corporateedge.com](http://www.corporateedge.com)  
**Contract**

Corporate Edge are one of the few remaining independent agencies in the country, with a fascinating, eclectic mix of skills – including brand, architecture and interior design – clients and people. As professional, creative and talented as they are welcoming and successful.

**ROLE Senior Information Architect**

- RESPONSIBILITY**
- **Information architecture and experience modelling** – working alongside the digital experience director on a range of UE projects including corporate sites for Northern Foods and Pfizer, as well an intranet project for Chrysalis and creative consultancy for Shell Retail.
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Jul 2006 – Sep 2006  
SCEE  
[www.scee.com](http://www.scee.com)  
**Contract**

Sony Computer Entertainment Europe is responsible for sales, marketing, distribution and software development for the Playstation (PS2, PS3, PSP) and has offices around Europe, the Middle East, Australia and New Zealand.

**ROLE Senior Experience Architect**

- RESPONSIBILITY**
- **Information architecture and experience modelling** – joining the in-house interactive media team, responsible for IA and user experience of the new main Playstation.com portal site, as well as e-commerce and account management process modelling for the PSP Download service.

May 2006 – Jul 2006  
 CORPORATE EDGE  
[www.corporateedge.com](http://www.corporateedge.com)  
**Contract**

**ROLE Senior information architect**

- RESPONSIBILITY**
- **Information architecture and experience modelling** – covering the holiday absence of the senior information architect on a wide range of company projects and pitches, brand and creative development, including the Cadbury Schweppes global intranet.
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Mar 2006 – Apr 2006  
 INTERFACE EUROPE LTD  
[www.interfaceeurope.com](http://www.interfaceeurope.com)  
**Contract**

**ROLE Senior Customer Experience Consultant**

- RESPONSIBILITY**
- **Product design and user research** – this project involves origination, research and change management components centered around the creation of new European-wide sampling provision, with the aim of creating provision that is both more sustainable and more cost effective
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Jan 2006 – Mar 2006  
 SEREN PARTNERS  
[www.seren.uk.com](http://www.seren.uk.com)

**Contract**

**ROLE Senior Customer Experience Consultant**

- RESPONSIBILITY**
- **User research and experience architecture** – user and competitor research for the Vodafone business web presence (at both local and global levels), including requirements capture, data analysis, experience modeling, use case generation, project management, as well as the synthesis and presentation of high-level user experience recommendations
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Dec 2005 – Dec 2005  
 FRAMFAB  
[www.framfab.com](http://www.framfab.com)  
**Contract**

**ROLE Experience Architect**

- RESPONSIBILITY**
- **Experience architecture** – ecommerce and account management process modeling, high-resolution wireframing and functional specification for the Medic-to-Medic “Map of Medicine” e-commerce web site.
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Jan 2005 – Dec 2005  
 COGNITIVE APPLICATIONS  
[www.cogapp.com](http://www.cogapp.com)

**Permanent**

**ROLE Senior Creative Producer and Experience Architect**

- RESPONSIBILITY**
- **Information architecture & experience modelling** – for the two-year, £1.25 million Culture Online “Icons” project; for “Migrations”, a broadband Flash service for the BBC digital curriculum
  - **Creative consultancy & brand development** – for leading sustainability manufacturer Interface Europe Ltd; lifestyle portal Gas; Culture Online Icons
  - **Systems integration & knowledge transfer** – particularly in terms of modern information architecture tools and techniques, creative methodologies and brand development

May 2002 – Dec 2004  
GETFRANK LTD  
[www.getfrank.com](http://www.getfrank.com)

**Permanent**

Getfrank was a self-styled “free-range” creative consultancy. I was invited onto the company board to take on the role of Production Director in the Spring of 2003. I created Getfrank’s acclaimed creative methodology used to deliver solutions to the BBC, Channel 4, Interface Europe, the Museum of London, Ofcom, P&O and the Strategic Rail Authority.

**ROLE**    **Production Director**

**RESPONSIBILITY**

- **Information architecture** – overall responsibility for architecture of all company projects, with a specific emphasis upon the information architecture and interactive design components
  - **Production direction** – directing teams of producer-led designers and developers, facilitating and guiding the delivery of projects across the full range of company offerings
  - **Operations** – shared responsibility for the finances and the infrastructure of Getfrank, ensuring that both were sufficiently strong to effectively support the production effort
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Dec 2001 – Mar 2002  
USER ADVOCACY GROUP

**Contract**

The User Advocacy Group (UAG) was a unique research and design agency that specialised in the usability of complex human-centred systems using a bespoke research methodology called Strategic User Advocacy.

**ROLE**    **Consultant Information Architect & Producer**

**RESPONSIBILITY**

- **Requirements capture** – in a wide-ranging role for this fledging company, I was involved in the collation of ethnographic, psychological, market and other qualitative data for the Manchester and Croydon Tram systems
  - **Analysis** – of visual, numerical, ethnographic and anecdotal data
  - **Synthesis** – of specific recommendations and solutions
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Sep 2001 – Nov 2001  
MJ PRODUCTIONS

**Contract**

MJ Productions were a communications agency working across the areas of digital media production as well as more traditional corporate comms.

**ROLE**    **Consultant Information Architect & Producer**

**RESPONSIBILITY**

- **Information architecture** – a mixed online and consultancy project intended to generate creative, technical and project management solutions for the web presence of Siemens Global Sales Management.
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Aug 1998 – Aug 2001  
VICTORIA REAL LTD

**Permanent**

Victoria Real was one of the biggest success stories of the Brighton “Silicon Beach” in the late 90s and early 00s: highly creative and innovative DTV specialists and always hugely ambitious for bigger and better things. Victoria Real were responsible for the first Big Brother website in 2000, and were absorbed into the wider Endemol group a few years later.

**ROLE**    **Senior Producer & Information Architect**

**RESPONSIBILITY**

- **Information architecture** – on web, wireless, DTV, video and e-commerce projects, and for clients including Norwich Union, NTL, Endemol, the EU, Channel 4 and Iceland
- **Origination** – on internal iTV format development, submitting proposals to the BBC, C4, Sky and Granada, and as a scriptwriter on a prototype iTV service for British Airways
- **Production direction** – for the VR Norwich Union account, overseeing a team of three producers and their project teams, working across the full range of NU’s digital media offerings on web, DTV and wireless

Apr 1997 – Apr 1998  
FEDERATED COMMUNICATIONS  
**Permanent**

Long-since folded, but one of the first generation of communications agencies to talk the language of multimedia to traditional businesses.

**ROLE** **Writer & Producer**

**RESPONSIBILITY** • **Copywriting and production** – the composition of creative copy for both digital and print media projects. All aspects of project development, including interactive design, project management and scripting, as well as technical and creative research

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## OTHER ROLES

Apr 1995 – Mar 1997

I took a sabbatical from my previous academic role to write creative fiction during this period, and completed two novels (the first, *Water*, now published by the E-Book Press), two short stories, and got halfway through a third novel ... still uncompleted!

**ROLE** **Creative Writer**

**RESPONSIBILITY** For more information, see [www.novagaia.co.uk/passions](http://www.novagaia.co.uk/passions)

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Mar 1994 – Mar 1995  
UNIVERSITY OF SHEFFIELD

A one-year post-doctoral post working with Professor Noel Sharkey – now famous for his long white hair and judging contributions to *Robot Wars*.

**ROLE** **Research Associate, Department of Computer Science**

**RESPONSIBILITY** Responsibility for the running, analysis and documentation of artificial neural network research projects, as well as the composition of substantive papers for academic conference and journal submission.

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Jan 1993 – Jan 1994  
UNIVERSITY OF EXETER  
CONNECTION SCIENCE LAB

**ROLE** **Research Associate, Department of Computer Science**

**RESPONSIBILITY** This was my first role after being awarded my doctorate in Nov 1992. The role entailed running and documenting neural network experiments, writing reports and collaborating on other projects arising from this research.

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## EDUCATION

Oct 1989 – Oct 1992  
DOCTOR OF PHILOSOPHY  
COGNITIVE PSYCHOLOGY

My doctoral thesis – *Representation grounding: investigating a connectionist procedural semantics for structural analogues* – was a philosophically inspired theoretical investigation into how human brains are able to represent the meanings of spatial terms.

University of Exeter,  
Department of Computer  
Science

The model I devised used neural network simulations to demonstrate how non-symbolic computation could overcome the “representation grounding” problem at the heart of all psychological thinking on semantics. I was also lucky enough to see the results of my work published as **Connectionism and Meaning** (available via Amazon.co.uk).

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Oct 1986 – Jun 1989  
BACHELOR OF SCIENCE

My first degree was in Experimental Psychology – a biologically oriented course that attempted to give students a broad understanding of the experimental, scientific literature developed over the last 50 years. As my tutor once said, “If you want to know about feelings and emotions, read a good novel. This degree is about *science*.”

University of Sussex  
School of Biological Science

Oct 1983 – Jun 1986  
GCE A-LEVELS

A-levels in Chemistry (B), Physics (B), English Literature (B) and Maths (D).

Oct 1978 – Jun 1983  
GCE O-LEVELS

O-levels in English, English Literature, Maths, Geography, Chemistry, Physics, German and History.

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## **PERSONAL**

April 1995 – March 1997

CREATIVE WRITER

I'd done what I wanted to do with my doctorate but subsequently found academic work unrewarding. In the first few months of 1995, I therefore decided to change tack, and pursue my personal interests in creative writing full-time.

I completed my first novel in the winter of 1995, my second in the autumn of 1996, and began a third in the first months of 1997. The manuscripts of both finished novels were taken up for consideration by the Voyager imprint of HarperCollins publishers but – despite a favourable reception – were not eventually published.

The (now-defunct) E-Book Press published the first novel – *Water* – in electronic form in Spring 2003 (available from Amazon.co.uk – try <http://tinyurl.com/mknwl4>). To accompany the novel, I have also created a website devoted to some of the background of the fictional Universe in which the story of this novel takes place. Visit [www.choo-institute.com](http://www.choo-institute.com) to read more.

I am currently working on – *qua* ignoring – two other novels simultaneously: respectively, a prequel and a sequel to *Water*, entitled *Bleeders* and *The Antinomy of the Liar* (and see [www.novagaia.co.uk/passions](http://www.novagaia.co.uk/passions) for more information).

## **FAMILY**

I have the keen pleasure and occasional huge frustration of being father to two beautiful daughters, 10-year old Ruby Elizabeth and seven-year old Indigo Persephone.

## **INTERESTS**

Away from work, I'm a passionate and - even if I do say so myself - accomplished chef, who loves to spend long afternoons pottering in the kitchen with my spices and knives.

I read – lazily – across a wide range of subjects, including fiction, user experience theory and practise, popular science, social history and restorative economics.

I like to stay fit as much as possible, walking, running and cycling when I can, and playing Ultimate Frisbee with Flyght Club ([www.flyghtclub.co.uk](http://www.flyghtclub.co.uk)) when my old bones can stand it.

I also endeavour to write creative fiction when I can – samples and synopses can be found on [www.novagaia.co.uk/passions](http://www.novagaia.co.uk/passions) – and also try to keep myself mentally limber with the odd foray into popular science subjects: quantum computation and restorative economics being current popular choices.