

PERSONAL DETAILS

DATE OF BIRTH
29 May 1967

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

Summary A highly experienced, innovative and commercially astute senior customer experience consultant and information architect.

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, ecommerce, 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 STATUS

July 2009 – *present*
CONCHANGO
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 **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

PREVIOUS EMPLOYMENT

Jun 2009 – Jul 2009
CVL

www.cvluk.com

Contract

USER EXPERIENCE CONSULTANT

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, including qualitative user testing, data analysis & presentation

Apr 2009 – Jun 2009
FLOW INTERACTIVE

www.flow-interactive.com

Contract

USER EXPERIENCE CONSULTANT

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

Nov 2008 – Mar 2009
DEFAQTO

www.defaqto.com

Contract

PRINCIPAL CUSTOMER EXPERIENCE CONSULTANT

Taking an innovative financial services social networking product from initial concept through a user-centred design process to beta launch, including user and industry research, persona development, high resolution wireframing, taxonomy development & process modelling.

Aug 2008 – Nov 2008
CONCHANGO

www.conchango.com

Contract

SENIOR USER EXPERIENCE CONSULTANT

Working on a variety of company projects - notably the Barclays retail banking site and the creation of a Silverlight broadband TV portal for Setanta sports - and including elements of user and industry research, creative development, data visualisation, high resolution wireframing, taxonomy development, process modelling and persona development.

Jun 2008 – Jul 2008
FORTUNE COOKIE

www.fortunecookie.com

Contract

USER EXPERIENCE ARCHITECT

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 the BBC's flagship "digital media initiative" (DMI).

Sep 2007 – Jun 2008
CONCHANGO

www.conchango.com

Contract

SENIOR USER EXPERIENCE CONSULTANT

Working on a prestigious project to re-design the Barclays retail banking offering, including user and industry research, creative development, data visualisation, high resolution wireframing, taxonomy development, process modelling and persona development.

May 2007 – Sep 2007
FLOW INTERACTIVE

www.flow-interactive.com

Contract

USER EXPERIENCE CONSULTANT

Joining the extensive user experience team to help with all manner of user experience consultancy, including user testing, expert evaluation, user & market research, IA and process modelling, taxonomy development and critique and persona development.

Apr 2007 – May 2007
www.sapient.com

Contract

CUSTOMER EXPERIENCE CONSULTANT

Re-joining the effort to modernise the COLT Telecom web presence (see below)

Feb 2007 – Apr 2007
BECTA

www.becta.org.uk

Contract

USABILITY CONSULTANT

Creation of 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.

Nov 2006 – Feb 2006
SAPIENT

www.sapient.com

Contract

CUSTOMER EXPERIENCE CONSULTANT

Working to help COLT Telecom understand their customers and communicate more effectively via user research (ethnography, user segmentation), definition (use case catalogue & personas) and design (IA and graphic design).

Oct 2006 – Nov 2006
SYZGY

www.szygy.net

Contract

CONSULTANT USER EXPERIENCE ARCHITECT

Working on the client site at Canary Wharf, this was a rapid turn-around re-architecture of the London 2012 Olympic Games website involving high resolution wireframing and taxonomy development.

Sep 2006 – Oct 2006
CORPORATE EDGE
www.corporateedge.com
Contract

SENIOR INFORMATION ARCHITECT

Working alongside the digital experience director on a range of projects including the corporate site for Northern Foods and Pfizer, as well as intranet projects for Chrysalis and creative consultancy for Shell Retail.

Jul 2006 – Aug 2006
SCEE
www.scee.net
Contract

SENIOR EXPERIENCE ARCHITECT

Ecommerce and account management process modelling, user experience modelling and high-resolution wireframing, agency liaison and user research for a mixed bag of projects including the new Playstation.com portal site.

May 2006 – Jun 2006
CORPORATE EDGE
www.corporateedge.com
Contract

SENIOR INFORMATION ARCHITECT

Information architecture and experience modelling responsibilities covering the holiday absence of the incumbent digital experience director on a wide range of company projects and pitches, brand and creative development.

Mar 2006 – Apr 2006
INTERFACE EUROPE LTD
www.interfaceeurope.com
Contract

SENIOR CUSTOMER EXPERIENCE CONSULTANT

Origination, research and change management components in the creation of new European-wide sampling provision that was both more sustainable and cost effective.

Jan 2006 – Mar 2006
SEREN PARTNERS
www.seren.uk.com
Contract

SENIOR CUSTOMER EXPERIENCE CONSULTANT

User research for the Vodafone business web presence, including requirements capture, stakeholder interviews, data analysis and consolidation, experience modeling, use case generation, and authoring of final research report.

Dec 2005 – Dec 2005
FRAMFAB
www.framfab.com
Contract

EXPERIENCE ARCHITECT

E-commerce and account management process modeling, high-resolution wireframing and functional specification for the Medic-to-Medic “Map of Medicine” web site

EDUCATION

Oct 1989 – Oct 1992
PhD Cognitive Psychology
University of Exeter

My doctoral thesis examined how human brains are able to represent the meanings of spatial terms, using artificial neural networks in the context of the “representation grounding” problem in psychological semantics.

Oct 1986 – Jun 1989
BSc Experimental Psychology
University of Sussex

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.

PERSONAL

I have the keen pleasure of being father to Ruby Elizabeth (10) and Indigo Persephone (7).

I’m a passionate and accomplished chef, love throwing a Frisbee around on hot summer days, and try and write creative fiction when I can – samples and synopses can be found on www.novagaia.co.uk.

The (sadly now defunct) E-Book Press published my first novel, entitled *Water*, in electronic form in Spring 2003 - see <http://tinyurl.com/r8ktua>.

I am currently working on – *qua* ignoring – two other novels simultaneously: a prequel and a sequel to *Water*, entitled respectively *Bleeders* and *The Antinomy of the Liar*.