

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**
- 14 years, various full service agencies
 - Senior and Director-level knowledge of information architecture, user experience, research methodologies, industry best practise, project management and user experience culture
 - Financial, banking, public sector, corporate, retail, heritage
 - B2B, B2C, e-commerce, CMS
 - RIA, software, web, mobile, print

- SKILLS**
- Analysis
 - Brand development
 - Conceptual modelling
 - Copywriting & creative messaging
 - Diagramming
 - Data visualisation
 - Facilitation & communication
 - Persona development
 - Process modelling
 - Relationship building
 - Research
 - Sketching
 - Synthesis & origination
 - Taxonomy
 - Visualisation
 - Wireframing

- 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

March 2011 – *present*
HSBC
www.hsbc.com

HSBC are a household name, and a truly huge presence in the UK financial sector, with their global headquarters over 42 floors at 8 Canada Square in Canary Wharf.

Contract

ROLE **Lead User Experience Architect**

RESPONSIBILITY Formulation and communication of detailed UX strategy for Global Banking & Markets within HSBC; UX+Agile process design; interaction design of RIAs and other software, working alongside business analysts, developers, visual designers and senior HSBC stakeholders and product owners.

- Origination and communication of detailed UX strategy
- User research & requirements capture
- High-resolution wireframing

PREVIOUS EMPLOYMENT

June 2010 – February 2011
 Morgan Stanley
www.morganstanley.com
 Contract

USER EXPERIENCE CONSULTANT

Detailed interaction design within this Tier 1 investment bank, focussing on the Flex-based Matrix e-trading application as well as other software tools and apps. Working with business analysts, product owners and other senior MS stakeholders, generating high resolution application wireframes, expert reviews & heuristic evaluations, wireflows and process flows, as well as conducting user research and creating personas.

May 2010 – June 2010
 Profero Connect
www.profero.co.uk
 Contract

SENIOR USER EXPERIENCE CONSULTANT

High-level conceptual and creative user-experience thinking required for a huge social media/marketing/gaming proposition for a global drinks retailer. A fabulous engagement involving creative proposition development, exploratory, creative user interface design and taxonomy & process modeling.

Apr 2010 – May 2010
 Headlondon
www.headlondon.com
 Contract

SENIOR USER EXPERIENCE CONSULTANT

A research piece for a major academic publisher, so ethnographic research and analysis, with a few other bits and pieces of IA thrown in for good measure, hence some high-level wireframing, too.

Feb 2010 – Apr 2010
 Fortune Cookie
www.fortunecookie.co.uk
 Contract

SENIOR USER EXPERIENCE CONSULTANT

Working on a B2B project for AutoTrader, software design for an RIA to be authored in Silverlight, I was responsible for detailed wireflows & process modeling, and high resolution wireframing.

Feb 2010 – Feb 2010
 Naked Communications
www.nakedcomms.com
 Contract

SENIOR INFORMATION ARCHITECT

Naked is a sister company to Hyperhappen (see below), a communications agency with a distinctly 21st century approach to the world of marketing, brand and customer engagement. During this hectic engagement, I worked on a short-turn-around pitch project to re-architect the Environment section of www.nokia.com

Dec 2009 – Jan 2010
 Headlondon
www.headlondon.com
 Contract

SENIOR USER EXPERIENCE CONSULTANT

An independently-owned creator of digital experiences, Head are a great example of resilience and organic growth. They take user experience very seriously, and are an absolute delight to work for and amongst. I divided my time between twin projects during my time with them, on research and hands-on design in parallel: a brilliant, stimulating way to work.

Nov 2009 – Dec 2009
 HyperHappen
www.hyperhappen.com
 Contract

SENIOR INFORMATION ARCHITECT

A short, highly productive and very enjoyable sustainability-focused design piece for a major telco, with the aim of creating an “eco-aggregator” that would combine social media feeds and content in a modern, innovative interface.

Jul 2009 – Nov 2009
 EMC Conchango
www.emc.com
 Contract

SENIOR USER EXPERIENCE CONSULTANT

Working within the Interactive Media team, working on a variety of rapid turn-around high-profile financial services projects, and being busy with creative development & data visualisation, high resolution wireframing, taxonomy development & process modeling.

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 Telecomm 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

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

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

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

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 (12) and Indigo Persephone (9).

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*.