

Howard Miles John Stredwick

Personal profile

Versatile, highly skilled digital generalist capable of researching, architecting and producing user-centred digital experiences.

Six years industry experience within e-commerce and on-line sales / marketing.

Able to apply a range of user experience research and design techniques, including expert reviews, usability testing, requirement analysis, concept definition, wireframing, prototyping and evaluation.

Naturally able to lead projects in client facing capacities. Clients include HSBC, Norwich Union, CNBC, Best Buy & Waitrose.

Presented work at board level and have planned and conducted international user experience research.

Professional experience

November 2008 - present **User experience architect at Grand Union**

Grand Union are the largest independent digital creative agency in the UK. Hired as a user experience architect I also took on producer and project management duties and lead all user research activities.

Achievements: worked with Waitrose and Infosys to design and specify the architecture of the new waitrose.com on-line shopping platform.

Designed and delivered the checkout user flow & architecture for the UK Best Buy website. Presented findings from validation testing to the Head of European Operations.

Increased the level of efficiency and collaboration within the user experience department by introducing the Axure rapid prototyping tool. Supplied training to user experience team colleagues.

Ran internal seminars on UX topics such as Accessibility compliance & the DDA and conducting effective user research.

Day to day responsibilities: Analysing audience data and producing insight, delivery of user experience design documentation; audience analysis, personas and journeys, site maps, wireframes and user flows. Responsible for the management and delivery of all user research activities for Grand Union, including user testing for Best Buy, Waitrose, Digital UK and BT.

August 2007 - November 2008 **Senior user experience consultant at Foolproof**

Foolproof are the #1 UX consultancy in the UK.

Achievements: became lead consultant on primary accounts: Norwich Union, Cheltenham & Gloucester, LV, HSBC and Kaplan. Was key to the architecting of norwichunion.com, cheltglos.co.uk.

Developed into a highly utilised, respected and efficient consultant in the London office by constantly delivering high quality projects to timescales with 100% + recovery rates. Led & managed multinational projects for HSBC and undertook research in Korea and Taiwan.

Day to day responsibilities: sole client contact on UX projects and responsible for planning, management and delivery: designing research, moderating depth interviews, presenting deliverables to clients and stakeholders, undertaking expert and accessibility reviews, production of concept sketches, sitemaps and wireframes.

September 2006 - August 2007 **Business analyst at Vision with Technology**

VWT specialises in content managed websites and applications. I was hired as an analyst/developer but was quickly promoted to a BA and P/M role whilst being the sole development contact on several projects.

Achievements: worked with clients to plan and deliver e-commerce and on-line marketing projects for clients CNBC, CAFOD, VET to budget and agreed timescales.

Introduced and sold accessibility audits, usability testing and personas to clients in an effort to improve product quality.

Day to day responsibilities: building relationships and working with clients. Managing and producing the entire project lifecycle; requirements definition, specification and QA.

Address and personal details available on request.

Contact me via my LinkedIn profile.

Education: **BSc, MSc**

Skills overview

Planning, designing, moderating and reporting user research – depth interviews and focus groups.

Designing user flows, wireframes and interface designs.

Rapid prototyping using HTML or Axure.

Requirements analysis and documentation.

Workshop design and facilitation.

Interface programming with HTML and CSS.

Project estimation, budgeting and management.

Software skills

Expert:

Axure
Visio
Morae
Powerpoint
Excel
Dreamweaver
Outlook

Proficient:

Photoshop
Illustrator
Microsoft Project

Implementation tools

Expert:

HTML + CSS
Javascript
PHP, ASP

Proficient

Apache webserver
Wordpress
Dreamweaver
eZ publish
MySQL & SQL

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Professional experience - continued

September 2003 - September 2006 **E-services officer at the Local Government Association**

The Local Government Association (lga) represents local authorities in England and Wales at a central government level. I was hired as a developer but quickly moved into a production management and oversight level.

Achievements: managed the design and launch of various revisions to the corporate website. Gathered insights from stakeholders and user research.

Upgraded the corporate website to meet government standards for accessibility through the implementation of HTML + CSS templates.

Led development of www.lgps.org.uk - stakeholder website for local government pension scheme with a potential audience of 3.5 million.

Day to day responsibilities: managing the corporate website and sourcing potential suppliers and on-line partners.

September 2002 - September 2003 **Freelance web developer**

Whilst completing my masters degree I worked as a freelance web developer for small businesses in the South West region.

Achievements: developed e-commerce solutions for small businesses. Responsible for client relationships and the complete product lifecycle.

Software I designed and built took revenues of approximately £500,000 over a two year period.

Day to day responsibilities: working with clients to scope and define solutions. Solution architecture, programming, testing, launch and monitoring.

Skill set

Requirements gathering, documentation and design

Experienced in multiple user requirements gathering and analysis techniques - task analysis, depth interviews, contextual inquiry / field studies, card sorting.

Able to design and moderate workshops and working meetings. Will deliver high quality user experience documentation including sitemaps, user flows, prototypes and research designs.

Proficient graphic design skills and an appreciation for the power of well crafted documentation and presentations.

Implementation

Complete understanding of the workings of most web and mobile technologies. Expert HTML + CSS & Javascript skills.

Project management

Demonstrated ability to analyse, schedule and deliver complex projects to timescales and budget.

Software packages

Expertise across essential software packages; Visio, Axure RP, Word, Excel, Powerpoint, Adobe Photoshop & Illustrator, Dreamweaver, Morae desktop recorder and manager. Windows, OS/X, Linux.

Education

September 2002 - September 2003 **MSc in Human Communication and Computing, University of Bath**

Dissertation title: The effect of aesthetics on the perceived usability of applications
Awarded pass.

September 1998 - September 2002 **BSc in Computer Science, University of Kent at Canterbury**

Included internship at Hewlett Packard, Bristol. Awarded 2:1 (Hons).

Interests

Photography, film, design, literature.

References

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