

Anthony John Davies

Information Architect / User Experience Consultant

website: anthonyjdavies.co.uk
located: Earlsfield, London, SW18
e-mail: anthony@anthonyjdavies.co.uk

born: 28/07/67
nationality: British

Summary

Solid experience of full cycle user centred design projects, production of research based personas and resulting user tasks and journeys, creation of complex site maps & wireframe documentation, design of clickable prototype web pages, implementation of lab based and on-site user testing, undertaking of project sponsor/client/call centre staff interviews for site redesign requirements gathering, undertaking of website usability and accessibility enhancements, creation of visual and interaction design work, production of accessibility checklists, definition of browser/page weight/plugin specs, implementation of terminology analysis for combined IA and SEO strategy planning.

Core skills & experience

- Information architect / user experience consultant
 - User centred design
 - Visual design
 - Website redesign
 - Search engine optimisation
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Additional web skills

- Website accessibility
 - HTML, CSS, InDesign, Illustrator, Visio, Dreamweaver, Fireworks, Photoshop, Flash, Excel
 - Practical experience of Javascript, AJAX, ASP, ASP.NET, SQL Server, SQL, Access, Visual Studio.
 - Successful experience of website marketing (eg Google advertising)
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Recent projects

User Experience Architect (Conchango) – (May-Jun 08)

1) Sophos – undertook a requirements discovery exercise involving a mixture of face to face and telephone interviews with 18 Sophos stakeholders and partners based in the UK, Continental Europe and USA. The deliverable for this work was requirements analysis documentation including 6 personas with user journeys.

2) Virgin Atlantic Airways – produced wireframes to facilitate the enhancement of the airline's flight booking management system as well as for a key element of the booking process on the customer facing website.

3) Barclaycard – part of a team of 3 (based on client site at Canary Wharf) working on the production of a site map and wireframes during the initial stage of a project to redesign the account management section of Barclaycards' consumer facing website.

Information architect (at The Team) – large tender response for the NHS (April 08)

Involved in several aspects of a tender response document for a ground breaking multi-million NHS project. My main focus was the production of a site map based on features and functionality identified following detailed persona analysis.

Information architect (at Publicis) – site to enable the British Army to provide teaching resources to schools and colleges (Mar 08)

Design of a website providing password protected access to school curriculum based learning resources for teachers. The site will include a searchable database of both downloadable and interactive content. Delivered a User Experience Specification document including user requirements, site map, and wireframes.

Information architect (at Publicis) – intranet for the British Army’s career advisors (Feb 08)

Creation of an intranet to help Army Career Advisors in their day to day dealings with schools and colleges. Based on Microsoft Office Sharepoint Server 2007 (MOSS) the site provides access to a range of resources that can be used in the production of presentations and other marketing activities. The intranet also provides community aspects such as forums and message boards to encourage the exchange of information between career advisors. Delivered a User Experience Specification document including user requirements, site map, and wireframes.

Information architect (at Endemol) – UGC, community (web 2.0) website for the BBC (Sep 07 – Feb 08)

Creation of a ground breaking community based website to be supported by BBC TV programming. The site is centred around user generated content, mainly in the form of pre-recorded video, images, blogs, and comments. There is also an emphasis on live video streaming, voting and rating.

Responsible for the creation of User Experience Specification documentation including user personas/ scenarios, site maps, and wireframes detailing features and functionality of the site, pages, & movie players. Set up, moderated, and managed on-site usability testing (including the production of a clickable prototype) through to implementation of resulting design updates. Supported the project production phase through to launch.

Information architect (at Endemol) – scoping workshops for Stan James’ Sportsbook (Nov 07)

Part of a team of 5 sent to Stan James’ head office in Gibraltar to conduct a 2 day scoping exercise with the aim of agreeing a site re-design strategy. The workshops involved identifying the core user types and exploring features and functionality that would optimise the user experience for these users. Was responsible for the production of a document detailing high level site re-design recommendations.

Information architect (at Publicis) – re-design online calculator tools for the FSA (Aug 07 – Sep 07)

Creation of wireframes for the re-design of online mortgage, budget and loan calculator tools for a Financial Services website. The main driver for the project was to re-design these tools so that they could be syndicated to other websites. A key objective was to ensure that the tools could render at a fixed dimension, separate from the design structure of their host site.

Information architect (at Publicis) – design extranet for the British Army (Aug 07 – Sep 07)

Creation of wireframes and site map for the design of an extranet application for the British Army. The application involved the customised implementation of Microsoft Office Sharepoint Server (MOSS) 2007 to allow the Army and some of it’s key service providers to participate in an online document workflow.

Information architect (at Publicis) – design campaign website for New Look Retailers Ltd (Aug 07 – Sep 07)

Creation of wireframes for a Flash based site involving a complex clothes selection ‘look book’ application that would allow the user to create their ideal ‘look’ and enter it into a competition. A key challenge for this project was to create a usable interface and ensure that key usability aspects were maintained during site production.

User experience consultant (at HTW) – re-design community site for Ford Motor Company Ltd (Jul 07)

Production of a user experience specification document which includes sitemap and wireframes for the re-design of a Ford interactive community website used as part of a specific sponsorship agreement. The site includes UGC content as well as videos, surveys, and competitions.

User experience consultant (at HTW) – re-design European micro-site for Samsung (Jun 07 – Jul 07)

Re-design of European B2B website for Samsung Electronics Co Limited with a focus on enhanced usability. Created user journey flows, wireframes and site map, culminating in a single user experience specification document including accessibility and browser compatibility guidelines.

Information architect – re-design fund search & selection application for Fidelity (Jun 06 – Mar 07)
The redesign of Fidelity’s investment fund search and selection application to provide enhanced usability and new search functionality (some of it AJAX based) for 3 main user types.

This project involved the implementation of user centred design methodologies such as creation of personas/user scenarios, conversion of user needs to user tasks and then on to application design, 2 rounds of lab based user testing, as well as many web based meetings and design analysis with personnel from Fidelity’s US based design group - Fidelity eBusiness (FeB). Supported the project production phase through to launch.

Information architect - re-design 2 core sections of Fidelity’s UK B2C website (Jun 06 – Mar 07)
The amalgamation of 2 sections of Fidelity’s UK B2C website whilst at the same time selecting, refining, and then implementing newly designed CSS based content management system (CMS) templates.

This project ran in tandem with the redesign of Fidelity’s fund research and selection application as described above and so also involved user centred design methodologies and working closely with Fidelity’s US based design group - Fidelity eBusiness (FeB). Supported the project production phase through to launch.

Usability and accessibility consultant – implementation of key enhancements to Fidelity’s UK B2C website (Dec 05 – Mar 06)

The implementation of usability and accessibility enhancements to Fidelity’s 500+ page UK B2C website. Best practice usability and accessibility was applied on a site wide basis based on detailed findings presented within a specialist 3rd party report.

Website redesigner/IA - Share a Smile Specialist Dental Centre

Major redesign/re-architecting of a specialist dental centre website including full customer terminology analysis phase which allowed complex and confusing subject matter to be re-worked in such a way as to achieve maximum usability and search engine traffic. This project is proving to be a major success resulting in a 4 fold increase in new client enquiries for the practice.

Website redesigner/IA - RADA (Royal Academy of Dramatic Art) Enterprises Ltd

The movement of RADA Enterprise Ltd’s web content from RADA’s main website (www.RADA.org) to a new site that would allow the commercial arm of this 100 year old organisation to achieve it’s full potential. This was a full cycle design project with an emphasis on the creation of a robust information architecture and impactful visual design.

Education & training

Certified Internet Webmaster (CIW) Design & E-commerce Program (Dec 01-Jan 02)
CIW is one of the world’s leading Web Design/E-commerce training programs

CompTIA’s I-Net+ internet technology foundation course (Oct 01-Nov 01)
The Computing Technology Industry Association’s wide ranging course giving a solid grounding in core internet technologies

BA Business Administration. University of Wales, Institute Cardiff (Sep 88 - Jun 92)

Interpersonal business skills

- Ability to absorb client requirements and produce a solution that exceeds expectations
- Creative approach to solving both design and project based problems
- Knowledge of corporate identity, marketing and branding issues and the ability to create websites accordingly
- Experience of sales, marketing, account management, project management