



JESSICA LOVEGOOD

Senior User Experience Designer

Milton Keynes

INFO

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SKILLS

Design/UX

UI design
Prototyping
Information architecture
A/B testing/metrics
Sketching/wireframing
High fidelity designs
Storyboarding

Research

User research/testing/interviews
Market research
Competitive analysis
Idea validation
Requirements gathering
Personas

Development

HTML/CSS/JS
Wordpress and other CMS

Leadership

Speaking/presentations
Teaching/mentoring
Coaching/development
Management and administration

REFERENCES

Axel Segebrecht
Head of digital
axel@segebrecht.com

Anthony Faconti
Product designer
afaconti@gmail.com

INTRODUCTION

I have 7 years' professional experience in the digital and creative world in various industries. Working in Milton Keynes and the surrounding areas, all the way to Amsterdam, I have designed and developed user experiences for universities, growing businesses and charities. I believe that everyone can and should have an outstanding experience when using technology and that user experience is everywhere, it's just not always great. I'm a problem solver at heart and I care about exciting technology and well-crafted design but at the centre of all my projects, are our users.

EXPERIENCE

BARCLAYS | SENIOR USER EXPERIENCE DESIGNER | Oct 2018 - Present

Multiple projects both on personal and business sides of the bank. Providing discovery work, user flows, mockups, wireframes and other assets to ensure a great customer experience in complex scenarios. Leading initiatives and quality in the wider design team. Collaborating across cities for the best end result for the customer.
Skills used include: High fidelity designs for web, software and apps, User experience journeys and flows, user research, stakeholder management, experience documentation leadership.

BOOKING.COM | USER EXPERIENCE DESIGNER & TEAM LEAD | Jul 2017 - Oct 2018

- **Accessibility team:** A/B testing, coding and design to improve accessibility. Also organised 'Empathy Day' to help spread the word about accessibility to other designers/developers.
- **Employee experience team:** User research, personas, storyboarding, journey mapping and requirements gathering for a brand new product which was then designed from scratch. This was agile, and we're currently iterating on workflows and the UX based on user feedback, interview and surveys.
- **Team lead:** Ran a 6 person project team consisting of designers and developers of different levels. Motivating the team to meet the goals of the business through scientific UX work and clear measurements.

FREELANCE AND CONTRACT | UX CONSULTANT | Jan 2013 - Dec 2018

- **Richmond University:** large scale improvements to their digital experience, beginning with market research and validation, information architecture and content re-writes including wireframing/sketching new pages, email template improvements, SEO, analytics, accessibility and training for the team.
- **Cranfield University:** usability testing and QA for the new website. Designed and produced user experience testing documents, including participant handouts, forms and declarations. This also included testing scripts for the interviews.
- **Manning publications:** UX reviews for current UIs/websites and designs for a brand new interface for liveVideo (a video course platform for developers). I also did the UX and design for a weather app that one of the authors uses to teach his course. All projects involve user research, followed by wire-framing and designs and then re-testing deliveries.

IPCORTEX | USER EXPERIENCE DESIGNER | Jan 2016 - Sept 2016

I ran user research for their current products and new designs for a live chat app/admin, audited, user tested and redesigned their existing digital phonecall UI and some other smaller elements of their admin system.
Skills used include: Designing software, websites and mobile apps, user research and personas, project specifications, front-end coding, wireframes.

NORTHAMPTON UNIVERSITY | UX DESIGNER | Oct 2013 - Jul 2015

We split one website into 3 separate websites, one for staff, one for students and one for marketing.
Skills used: Research and analysis, requirements gathering, information architecture, wireframes and mockups, user research, full designs and translating all this to our developers.

SPEAKING

- **Ladies that UX:** I spoke at Ladies that UX in London about how UX thinking can help improve your lives and the lives of those around you.
- **MK Geek Night:** how to use UX thinking to improve your code, development processes and ultimately, your life.
- **Booking annual meeting:** I spoke about empathy and inclusion in design.
- **Empathy Day:** I spoke about accessibility and inclusion.
- **UXify Bulgaria:** This talk was on Employee Experience and how designing for employees is different to other users.
- **UX Conf London:** I spoke about how to make money with user experience

INTERESTS

Tech for good Superheroes
Music Physics, and space
Magic, puzzles and cardistry

For more information on any of these projects and to see more, please view my website - jessicalovegood.co.uk