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 information architect, user experience practitioner and customer experience consultant.
	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

CURRENT EMPLOYMENT

March 2011 – *present*
HSBC
Global Banking & Markets
www.hsbc.com
Contract

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.

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 wieframing

PREVIOUS EMPLOYMENT

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

A big name in investment banking, Morgan Stanley have recently become well known in IA circles for "Matrix". Wholly authored in Flex, Matrix is a browser-based digital trading application that has pushed the envelope in terms of visual design and user experience aesthetics.

ROLE	**Senior User Experience Consultant**
RESPONSIBILITY	Detailed interaction design of functionality within the Matrix application, working with business analysts, product owners and other senior MS stakeholders.

- High resolution application wireframing
- Expert review & heuristic evaluation
- Wireflows and process flows
- User research & requirements capture

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

Profero Connect is the assertive, young digital division of the more well-known Profero brand, recently established by some forward-thinking associates of mine from my Conchango days. Very nimble, very ambitious, these guys were a pleasure to work with.

ROLE	**Senior User Experience Consultant**
RESPONSIBILITY	High-level conceptual and creative user-experience thinking required for a huge social media/marketing/gaming proposition for a global drinks retailer.

- Creative proposition development
- Exploratory, creative user interface design
- Taxonomy & process modeling

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

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.

ROLE	**Senior User Experience Consultant**
RESPONSIBILITY	A research piece for a major academic publisher, with a few other bits and pieces of IA thrown in for good measure.

- Ethnographic research and analysis
- High-level wireframing

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

Fortune Cookie are a privately-owned agency that survived intact through the industry upheavals of the late 90s. They are an increasingly emerging force I think, with a historically strong focus on process and a more recent focus on user experience.

ROLE	**Senior User Experience Consultant**
RESPONSIBILITY	Working on a B2B project for AutoTrader, software design for an RIA to be authored in Silverlight.

- Wireflows & process modeling
- High resolution wireframing

Feb 2010 – Feb 2010 Naked Communications **www.nakedcomms.com** *Contract*	Naked is a communications agency with a distinctly 21st century approach to the world of marketing, brand and customer engagement. I was introduced to Naked through a previous project working with one of their sister companies, Hyperhappen.
ROLE	**Senior Information Architect**
RESPONSIBILITY	Working on a short-turn-around pitch project to re-architect the Environment section of **www.nokia.com** • High resolution wireframing • Taxonomy development & process modeling

Dec 2009 – Jan 2010 Headlondon **www.headlondon.com** *Contract*	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.
ROLE	**Senior User Experience Consultant**
RESPONSIBILITY	Working on twin projects within financial services and publishing, working on research and hands-on design in parallel: a brilliant, stimulating way to work. • Ethnographic research and analysis • Facilitation • User testing • Persona development • High resolution wireframing • Taxonomy development & process modeling

Nov 2009 – Dec 2009 HyperHappen **www.hyperhappen.com** Contract	A modern and highly creative agency with a brilliant culture – they bake their own bread! – Hyper offer strategic thinking allied to production, communication and marketing expertise from sister agencies within an umbrella group.
ROLE	**Senior information architect**
RESPONSIBILITY	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. • Creative development • Taxonomy development • Data visualisation • High resolution wireframing

Jul 2009 – Nov 2009 EMC Conchango **www.emc.com** *Contract*	This was my third spell at EMC Consulting (previously Conchango).
ROLE	**User Experience Consultant**
RESPONSIBILITY	Working within the Interactive Media team, working on a variety of rapid turn-around high-profile financial services projects, amongst many other things. • Creative development & data visualisation • High resolution wireframing • Taxonomy development & process modeling

Jun 2009 – Jul 2009
CVL
www.cvluk.com
Contract

Founded in 1998 and based in Central London, CVL is one of the UK's leading independent technology consulting firms. Operating it's own highly experienced "expert network", CVL are patiently and effectively partnering with some of the UK's biggest organizations.

ROLE **User Experience Consultant**

RESPONSIBILITY Consulting within the context of the talented and focused user experience team within CVL, this project is a research and analysis piece for a major high street retailer.

- Qualitative user testing
- Data analysis
- High resolution wireframing

April 2009 – Jun 2009
Flow Interactive
www.flowinteractive.com
Contract

Flow Interactive are one of the premier user experience consultancies in Europe. Highly respected for the rigour and care of their approach, with an open, modern culture that prizes innovation and independence of thought, they encourage information sharing at all levels. This was my second spell at Flow.

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
- Ethnographic research
- Data analysis
- Persona development
- Software & web site expert evaluation

Nov 2008 – Mar 2009
Defaqto
www.defaqto.com
Contract

Defaqto are a market leading independent provider of financial services research. Experienced in the collection, collation and analysis of market data, they're a respected source of detailed product and service information.

ROLE **User Experience Consultant**

RESPONSIBILITY I was asked to take an innovative financial services social networking product from initial concept through a user-centred design process to beta launch.

- "Product champion"
- User and industry research
- Persona development
- High resolution wireframing
- Taxonomy development & process modeling

Aug 2008 – Nov 2008
Conchango/ EMC
www.conchango.com
Contract

This was my second spell at Conchango (now EMC Consulting). Originally established in the early 90s, EMC Consulting were a formidable force in the UK digital landscape, with a strong and compelling offering in user experience, technology, business intelligence and brand.

ROLE **User Experience Consultant**

RESPONSIBILITY Working within the Interactive Media team, currently working on a variety of company projects, including a broadband TV portal for Setanta sports.

- User and industry research
- Creative development & data visualisation
- High resolution wireframing
- Taxonomy development & process modeling
- Persona development

Jun 2008 – Jul 2008 Fortune Cookie **www.fortunecookie.co.uk** *Contract*	Fortune Cookie are a privately-owned agency that survived intact through the industry upheavals of the late 90s. They are an increasingly emerging force I think, with a historically strong focus on process and a more recent focus on user experience.

ROLE	**User Experience Consultant**
RESPONSIBILITY	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 BBC's flagship "digital media initiative" (DMI). • Wireframing • Persona development • Ethnography

Sep 2007 – Jun 2008 Conchango **www.conchango.com** *Contract*	This was my first spell at Conchango (now EMC Consulting), at the time one of the foremost full-service digital agencies in the UK.

ROLE	**User Experience Consultant**
RESPONSIBILITY	Working within the Interactive Media team, I worked mainly on a complex, lengthy and prestigious project to re-design the entire Barclays retail banking offering, which included: • User and industry research • Creative development & data visualisation • High resolution wireframing • Taxonomy development & process modelling • Persona development

May 2007 – Sep 2007 FLOW INTERACTIVE **www.flow-interactive.com** *Contract*	Flow Interactive are one of the premier user experience consultancies in Europe. Highly respected for the rigour and care of their approach, with an open, modern culture that prizes innovation and independence of thought, they encourage information sharing at all levels.

ROLE	**User Experience Consultant**
RESPONSIBILITY	Joining the extensive user experience team to help with all manner of user experience consultancy, including: • User testing • Software & web site expert evaluation • Qualitative user & market research • Information architecture • Taxonomy development and critique • Process modelling • Persona development

Apr 2007 – May 2007 SAPIENT **www.sapient.com** *Contract*	Sapient are an internationally respected full-service agency established in 1990 with a major presence in Europe, America and Asia.

ROLE	**Customer Experience Consultant**
RESPONSIBILITY	• **Information architecture –** re-joining the programme of effort to rationalise and modernise the COLT Telecom online proposition (to which I contributed earlier in the year. Process modeling, together with detailed taxonomy and wireframe work for both public-facing brochureware and transactional offerings.

Feb 2007 – Apr 2007
BECTA
www.becta.org.uk
Contract

Becta are the Government agency charged with leading the national drive to improve learning through the use of technology, responsible for helping the DfES to deliver on the government's education e-strategy.

ROLE **Usability Consultant**

RESPONSIBILITY
- **Usability research** – working with the Head of Usability to create 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 2007
SAPIENT
www.sapient.com
Contract

Sapient are an internationally respected full-service agency established in 1990 with a major presence in Europe, America and Asia.

ROLE **Customer Experience Consultant**

RESPONSIBILITY
- **User research, experience modelling, IA** – working to help COLT Telecomm understand their customers and users and designing brand-sensitive solutions to match that understanding, involving distinct user research (ethnography, user segmentation), definition (use case catalogue & personas) and design (IA and graphic design) phases.

Oct 2006 – Nov 2006
SYZYGY
www.syzygy.net
Contract

Established in 1995, Syzygy are one of the most respected names in the industry with an international presence, a hugely impressive client list and awards coming out of their ears.

ROLE **Consultant User Experience Architect**

RESPONSIBILITY
- **Information architecture & experience modelling** – working on the client site at Canary Wharf, this was a rapid turn-around re-architecture of the London 2012 Olympic Games website.

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

Corporate Edge were an independent agency with a fascinating, eclectic mix of skills – including brand, architecture and interior design – clients and people. As professional, creative and talented as they were welcoming and successful.

ROLE **Senior Information Architect**

RESPONSIBILITY
- **Information architecture and experience modelling** – working alongside the digital experience director on a range of UE projects including corporate sites for Northern Foods and Pfizer, as well an intranet project for Chrysalis and creative consultancy for Shell Retail.

Jul 2006 – Sep 2006
SCEE
www.scee.com
Contract

Sony Computer Entertainment Europe is responsible for sales, marketing, distribution and software development for the Playstation (PS2, PS3, PSP) and has offices around Europe, the Middle East, Australia and New Zealand.

ROLE **Experience Architect**

RESPONSIBILITY
- **Information architecture and experience modelling –** joining the in-house interactive media team, responsible for IA and user experience of the new main Playstation.com portal site, as well as e-commerce and account management process modelling for the PSP Download service.

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

Corporate Edge were an independent agency with a fascinating, eclectic mix of skills – including brand, architecture and interior design – clients and people. As professional, creative and talented as they were welcoming and successful.

ROLE	**information architect**
RESPONSIBILITY	• **Information architecture and experience modelling –** covering the holiday absence of the senior information architect on a wide range of company projects and pitches, brand and creative development, including the Cadbury Schweppes global intranet.

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

Interface is the global market leader in the manufacturer of modular flooring solutions, and an inspiring pioneer in sustainable manufacturing. For this engagement, Interface asked me to assume a project-specific role to cover the sabbatical absence role of their Head of Brand.

ROLE	**Customer Experience Consultant**
RESPONSIBILITY	• **Product design and user research** – this project involves origination, research and change management components centered around the creation of new European-wide sampling provision, with the aim of creating provision that is both more sustainable and more cost effective

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

Contract

Seren specialise in customer experience design, fusing emotional brand thinking with the methodologies and techniques of traditional usability to form a unique, platform-independent offering cutting across experience strategy, research & analysis and programme management.

ROLE	**Customer Experience Consultant**
RESPONSIBILITY	• **User research and experience architecture** – user and competitor research for the Vodafone business web presence (at both local and global levels), including requirements capture, data analysis, experience modeling, use case generation, project management, as well as the synthesis and presentation of high-level user experience recommendations

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

Framfab (previously Oyster, now LBi) were one of the leading new media agencies in the UK, with an international reputation for handling big digital brands. They famously lived and died by the quality of their experience architecture solutions.

ROLE	**Experience Architect**
RESPONSIBILITY	• **Experience architecture** – ecommerce and account management process modeling, high-resolution wireframing and functional specification for the Medic-to-Medic "Map of Medicine" e-commerce web site.

Jan 2005 – Dec 2005
COGNITIVE APPLICATIONS
www.cogapp.com
Permanent

Cognitive Applications are elder statesmen of the online world, with a client list that includes Apple, Microsoft, Manchester United, The Home Office and the Museum of Modern Art. I joined the company in January 2005 after Cognitive Applications acquired the business interests of Getfrank.

ROLE

Senior Creative Producer and Experience Architect

RESPONSIBILITY

• **Information architecture & experience modelling** – for the two-year, £1.25 million Culture Online "Icons" project; for "Migrations", a broadband Flash service for the BBC digital curriculum

• **Creative consultancy & brand development** – for leading sustainability manufacturer Interface Europe Ltd; Culture Online Icons

• **Systems integration & knowledge transfer** – particularly in terms of modern information architecture tools and techniques, creative methodologies and brand development

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May 2002 – Dec 2004
GETFRANK LTD
www.getfrank.com
Permanent

Getfrank was a self-styled "free-range" creative consultancy. I was invited onto the company board to take on the role of Production Director in the Spring of 2003. I created Getfrank's acclaimed creative methodology used to deliver solutions to the BBC, Channel 4, Interface Europe, the Museum of London, Ofcom, P&O and the Strategic Rail Authority.

ROLE

Production Director

RESPONSIBILITY

• **Information architecture** – overall responsibility for architecture of all company projects, with a specific emphasis upon the information architecture and interactive design components

• **Production direction** – directing teams of producer-led designers and developers, facilitating and guiding the delivery of projects across the full range of company offerings

• **Operations** – shared responsibility for the finances and the infrastructure of Getfrank, ensuring that both were sufficiently strong to effectively support the production effort

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Dec 2001 – Mar 2002
USER ADVOCACY GROUP

Contract

The User Advocacy Group (UAG) was a unique research and design agency that specialised in the usability of complex human-centred systems using a bespoke research methodology called Strategic User Advocacy.

ROLE

Consultant Information Architect & Producer

RESPONSIBILITY

• **Requirements capture** – in a wide-ranging role for this fledging company, I was involved in the collation of ethnographic, psychological, market and other qualitative data for the Manchester and Croydon Tram systems
• **Analysis** – of visual, numerical, ethnographic and anecdotal data
• **Synthesis** – of specific recommendations and solutions

Sep 2001 – Nov 2001
MJ PRODUCTIONS

Contract

MJ Productions were a communications agency working across the areas of digital media production as well as more traditional corporate comms.

ROLE

Consultant Information Architect & Producer

RESPONSIBILITY

• **Information architecture** – a mixed online and consultancy project intended to generate creative, technical and project management solutions for the web presence of Siemens Global Sales Management.

Aug 1998 – Aug 2001 VICTORIA REAL LTD **Permanent**	Victoria Real was one of the biggest success stories of the Brighton "Silicon Beach" in the late 90s and early 00s: highly creative and innovative DTV specialists and always hugely ambitious for bigger and better things. Victoria Real were responsible for the first Big Brother website in 2000, and were absorbed into the wider Endemol group a few years later.

ROLE   **Senior Producer & Information Architect**

RESPONSIBILITY
- **Information architecture** – on web, wireless, DTV, video and e-commerce projects, and for clients including Norwich Union, NTL, Endemol, the EU, Channel 4 and Iceland
- **Origination** – on internal iTV format development, submitting proposals to the BBC, C4, Sky and Granada, and as a scriptwriter on a prototype iTV service for British Airways
- **Production direction** – for the VR Norwich Union account, overseeing a team of three producers and their project teams, working across the full range of NU's digital media offerings on web, DTV and wireless

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Apr 1997 – Apr 1998 FEDERATED COMMUNICATIONS **Permanent**	Long-since folded, but one of the first generation of communications agencies to talk the language of multimedia to traditional businesses.

ROLE   **Writer & Producer**

RESPONSIBILITY
- **Copywriting and production** – all aspects of project development, including interactive design, project management and scripting, as well as technical and creative research

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OTHER ROLES

Apr 1995 – Mar 1997	I took a sabbatical from my previous academic role to write creative fiction during this period, and completed two novels, two short stories, and got halfway through a third novel … still uncompleted!

ROLE   **Creative Writer**

RESPONSIBILITY   For more information, see **www.novagaia.co.uk/passions**

Mar 1994 – Mar 1995 UNIVERSITY OF SHEFFIELD	A one-year post-doctoral post working with Professor Noel Sharkey – now famous for his long white hair and judging contributions to *Robot Wars*.

ROLE   **Research Associate, Department of Computer Science**

RESPONSIBILITY   Responsibility for the running, analysis and documentation of artificial neural network research projects, as well as the composition of substantive papers for academic conference and journal submission.

Jan 1993 – Jan 1994 UNIVERSITY OF EXETER CONNECTION SCIENCE LAB	

ROLE   **Research Associate, Department of Computer Science**

RESPONSIBILITY   This was my first role after being awarded my doctorate in Nov 1992. The role entailed running and documenting neural network experiments, writing reports and collaborating on other projects arising from this research.

EDUCATION

Oct 1989 – Oct 1992
DOCTOR OF PHILOSOPHY
COGNITIVE PSYCHOLOGY

University of Exeter,
Department of Computer
Science

My doctoral thesis – *Representation grounding: investigating a connectionist procedural semantics for structural analogues* – was a philosophically inspired theoretical investigation into how human brains are able to represent the meanings of spatial terms.

The model I devised used neural network simulations to demonstrate how non-symbolic computation could overcome the "representation grounding" problem at the heart of all psychological thinking on semantics. I was also lucky enough to see the results of my work published as **Connectionism and Meaning** (available via Amazon.co.uk).

Oct 1986 – Jun 1989
BACHELOR OF SCIENCE

University of Sussex
School of Biological Science

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. As my tutor once said, "If you want to know about feelings and emotions, read a good novel. This degree is about *science*."

Oct 1983 – Jun 1986
GCE A-LEVELS

A-levels in Chemistry (B), Physics (B), English Literature (B) and Maths (D).

Oct 1978 – Jun 1983
GCE O-LEVELS

O-levels in English, English Literature, Maths, Geography, Chemistry, Physics, German and History.

PERSONAL

April 1995 – March 1997

CREATIVE WRITER

I'd done what I wanted to do with my doctorate but subsequently found academic work unrewarding. In the first few months of 1995, I therefore decided to change tack, and pursue my personal interests in creative writing full-time.

I completed my first novel in the winter of 1995, my second in the autumn of 1996, and began a third in the first months of 1997. The manuscripts of both finished novels were taken up for consideration by the Voyager imprint of HarperCollins publishers but – despite a favourable reception – were not eventually published. Boo-hiss.

The (now-defunct) E-Book Press published the first novel – *Water* – in electronic form in Spring 2003 (available from Amazon.co.uk – try **http://tinyurl.com/mknwl4**). To accompany the novel, I have also created a website devoted to some of the background of the fictional Universe in which the story of this novel takes place. Visit **www.choo-institute.com** to read more.

I am currently working on – *qua* ignoring – two other novels simultaneously: respectively, a prequel and a sequel to *Water*, entitled *Bleeders* and *The Antinomy of the Liar* (and see **www.novagaia.co.uk/passions** for more information).

FAMILY

I have the keen pleasure and occasional huge frustration of being father to two beautiful daughters, 12-year old Ruby Elizabeth and 9-year old Indigo Persephone.

INTERESTS

Away from work, I'm a passionate and – even if I do say so myself – pretty accomplished chef, who loves to spend long afternoons pottering in the kitchen with my spices and knives.

I read – lazily – across a wide range of subjects, including fiction, user experience theory and practice, popular science, social history and restorative economics.

I love good industrial design and have been beguiled of late – like very many others, it seems – by various species of flat, shiny tactile computing devices.

I like to stay fit as much as possible, walking, running and cycling when I can, and playing Ultimate Frisbee with Flyght Club (**www.flyghtclub.co.uk**) when my old bones can stand it, as well as Frisbee Golf (no, really).

I also still endeavor to write creative fiction when I can – samples and synopses can be found on **www.novagaia.co.uk/passions** – and also try to keep myself mentally limber with the odd foray into popular science subjects: quantum computation and restorative economics being current popular choices.