

John Godwin

User Experience Consultant

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Profile

An accomplished user experience professional with a proven record in design, IA, conversion improvement, strategy, analytics, people management and innovation. Responsible for the design and delivery of many high profile retail web sites, applications and mobile solutions. Passionate about providing businesses with commercially sound, actionable insights and customer focused solutions.

Skills

- Digital strategy development and execution
- Senior management/board relationship management on digital strategy development, governance, operations and performance reviews
- Creating seamless experiences for all digital channels
- Financial management including P&L and budget ownership
- Full cycle management of all aspects of digital from marketing (paid and natural), social, apps, analytics, content strategy, usability, user interface, usability to brand protection
- Strong communication and presentation skills
- Good interpersonal and talent management abilities

Career History

April 2014 – to date

Head of Optimisation

SSE Plc, Portsmouth, UK

Having completed a successful 6-month period working on SSE's £32m Digital Experience Programme (DXP), I was offered to head up the optimisation team within the Digital Directorate. Responsibilities include:

- Recruit, build and lead a multidisciplinary team of insights analysts and UX professionals
- Manage third party agency relationships
- Champion customer centric strategy and development of customer framework
- Responsible for setting a delivering digital targets inline with business case
- Establish KPI's, defined in the measurement plan, against which digital will be measured
- Present alongside Digital Director the digital strategy to The Board
- Define and maintain standards to which the digital team work to
- Regularly support teams during ideation, user testing, design process and analytics

October 2013 – April 2014

Senior User Experience Consultant

SSE Plc, Portsmouth, UK

SSE is a leading electricity and gas company, operating mainly in the UK and Ireland with around 10 million customer accounts for electricity, gas and other home services. Responsibilities include:

- Develop UX strategy, processes and capabilities
- Support insights function to provide actionable digital solutions
- Production of test, target and optimisation plan
- Responsible for development of digital asset framework
- Responsible for the quality of all deliverables across the digital programme
- Support business transformation team to create a digital centre of excellence
- Develop thought leadership as part of the overall design leadership team at SSE

April 2013 – October 2013

Lead User Experience Architect

B&Q, Southampton, UK

Responsible for delivering online revenue improvements via a seamless omni-channel experience for the new £65m B&Q website, due to be launched in Jan 2014. Responsibilities include:

- 0.7% conversion rate improvement in 6 weeks through 'Back to Basics' program
- Implementation of a social strategy
- Production of visual design guide and interface assets
- Creation of online marketing plan in conjunction with head of marketing
- Developed content strategy
- Provided usability expertise across all customer facing touch points
- Developed customer personas through customer research sessions
- Guided designers and developers to produce global digital brand guidelines
- Contributed to the creation of Kingfisher's digital roadmap
- Rationalise design decisions to stakeholders and peers
- Set up user study program

December 2011 – April 2013

Head of User Experience

Summit, London, UK

Summit.co.uk

Set up and lead a multi-disciplinary team of user experience professionals to create work for the following tier one retailers; Arcadia Group, Argos, Maplin, Habitat, Homebase, Selfridges, Asda, John Lewis and Carpetright. Responsibilities include:

- Oversaw the delivery of all aspects of user experience including, user interviews, personas and scenarios, IA, wireframes, prototypes, UCD, usability testing and interface design
- Responsible for creating multi-channel strategies for ecommerce clients
- Delivering multi-device solutions including responsive design across various platforms
- Set up UX QA process with internal technology team to ensure high standards
- Responsible for conversion rate improvement for all clients
- Provided clients with actionable consumer insights
- Promote and create MVT strategy and reporting
- Produced content and marketing strategy

April 2007 – December 2011

Lead UX Designer (contract)

Cancer Research, Research in Motion, Tottenham Hotspur, VT, Banham, Fairline Yachts, DFS, NHS, Balfour Beatty, Bensons Beds.

Working as a Lead UX Designer for several digital agencies on a variety of projects covering all aspects of user experience. Responsibilities include:

- Business requirements gathering
- Key word analysis, card sorting, customer journey maps, wireframe and prototype creation
- Produced user interface designs for desktop, mobile, tablet and kiosk
- Conversion optimisation reporting including checkout analysis
- Implemented style guide standards initiative to help consistent UX across all touch points

September 2005 – April 2007

Senior UX Designer

The Agency Group, UK

Working as a Senior UX Designer for a digital marketing agency producing work for many high street brands.

Responsibilities include:

- Set up and managed the digital design team and oversaw all production
- User journey/flows and persona creation
- Produced user interface designs for desktop, mobile, tablet and kiosk
- Championed the use of analytics to make informed decisions to improve conversion
- Set up and rolled out MVT plans to help encourage conversion
- Contributed IA design, content strategy for all clients

May 2000 – September 2005

UI / UX Designer

Isle of Wight Council, UK

Worked across varied platforms with a local government organisation serving 175,000 residents hundreds of online services. Responsibilities include:

- UI, IA and UX for all digital touch points, including websites, intranet and kiosk
- Produced and championed the organisations' accessibility strategy
- Implemented and delivered wireframes for all new web experiences
- Managed and carried out usability studies of existing websites
- Front end development (html/css/javascript)
- Scoped and planned user journey for all online council services
- Created member-centric pages, content management projects

Education

1997 – 2000	BA(Hons) Design	Lancaster University
1995 – 1997	4 A-Levels (B-D)	Blackpool Sixth Form
1990 – 1995	9 GCSEs (A-C)	Collegiate High School