

> Portfolio

garycarr.co.uk

> Skills

User flows, interactive wireframes (Axure), information architecture & customer research.

Responsive design

HTML, CSS (Sass, LESS), JS

Web Accessibility & SEO.

> Training

Adobe Target, Creative Suite & AEM ,
Corps - web standards, PHP GB direct

> Clients

npower, BT, Barclaycard, Skype,
Orange, Innocent, EA, MTV, Johnson
& Johnson, Camelot, VUE, Twinings,
Look Magazine, R&A, Disney, Turner
Broadcasting, NHS,
Chelsea FC, Phaidon, Pitcher & Piano,
Choccywoccydoodah

> Awards

NMA Best in Class 2009
- EA Spore
IMA Best in class 2009
- Chelsea FC Bluewing

> Education

2002-2005

2:1 BSc Multimedia Technology
Nottingham Trent University

1999-2001

A levels Northampton College

Media Studies - C

Communications - C

Photography - D

1994-1999

GCSE's Champion School

5+ C and above including Maths &

English

> Introduction

As a UX designer I have a passion for responsive, coherent online experiences that are designed with users in mind. Having worked with many global brands I have gained extensive experience over the last 14 years. I adapt my method of work accordingly and can easily fit into any environment. I bridge the gap between creative and technical mindsets by identifying strengths and exploiting them. I believe a joined-up approach and empowerment is key to ensuring a smooth workflow and problem-solving solutions.

Having spent time as front-end developer I sat perfectly between design and development. Having this level of knowledge allows the experiences I design to cater for business needs as well as the customers. I can adapt and also recommend technical enhancements to get the best results possible for all parties.

> Employment history

User Experience Designer (contract), April 2019 - present

Barclays

- >Design ops / Design framework
- >Sourcing and attending research sessions (Jobs to be done)
- >Discovery (International affluents)
- >Interactive prototypes

User Experience Designer (contract), July 2018 - March 2019

npower

- >Interactive and responsive prototypes/wireframes
- >Sourcing and attending research sessions
- >Contributing to a design system
- >Working alongside BA's to shape customer focussed user stories
- >Designing with accessibility in mind
- >Integrating design methods into agile teams

Online User Experience Manager, December 2013 - June 2018

BT

- >End to end online journey management for products and services
- >Responsible for end to end user experience for portals/apps/project supporting those products and services
- >Defining customer insight to drive the online experiences
- >Managing the third-party agency for UX and design
- >Shaping strategic direction for online
- > A/B Testing using Adobe Target
- >Project documentation including scoping documents, user flows, information architecture, requirements definition, visual design, content, tech spec, test and adoption
- >Ensure projects deliver against Key Performance Indicators (reduction in calls to helpdesks, NPS etc)
- >Responsible for clearly defining benefits, tracking benefit realisation and communication of results to senior stakeholders
- >Present updates to senior stakeholders to gain buy in and support

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> Employment history continued

Freelance Web Developer / UX, March 2011- 2013

Various contracts

- >Working for leading digital design agencies, I delivered technical solutions for responsive experiences that were fully W3C compliant
- >I ensured UX was a big part of technical deliveries by: faster loading pages by optimising code, perceived loading times, touch events and animations were consistent and responsive
- >Range of projects from:
 - +Television App prototype (Skype)
 - +First marketing responsive website (Orange Film Club)
 - +Touch screen single page application (Internet Week Europe Events)
- >Digital agencies include: Sapient Nitro, DARE, POKE, Skype, Tommy, Internet Week Europe, Outside line, United Studios

Front End Developer (& part UX), September 2009 - March 2011

Public Creative

- >Responsible for front end delivery
- >Specialising in responsive HTML, CSS and JavaScript, ensuring optimum performance
- >I always strove to integrate current trends and technologies into projects
- >UX responsibilities were small but included creation of user flows, wireframes, and IA

Lead Front End Developer (& part UX), October 2007 - September 2009

Lightmaker

- >Strict hand-written XHTML and CSS, unobtrusive JavaScript
- >Visual layout and design
- >W3C standards compliance and accessibility to priority level AAA
- >User experience and search engine optimisation developed into a vital part of my role
- >Technical handovers to back end developers
- >Cross browser compatibility (IE8 was often required for government clients)
- >Regular code reviews with peers and juniors
- >Coding standards I introduced were globally adopted and are now implemented throughout their offices worldwide

Satra Design & Print, 2005 - September 2007

New Media Developer

An in-house design department - 70% external clients, 30% internal.
External work ranged from video production to small database(PHP) driven sites coding with XHTML, CSS, JavaScript and basic Actionscript.