

PETER SMITH

Interaction designer, digital service designer and product owner

DOB 23/11/73, Married, Living in York

SUMMARY

I help define, implement, test, launch and then enhance digital services and products.

I have experience of working in a range of different business sizes from small start ups to large public sector organisations, and across a number of different sectors including entertainment media, e-health, finance, government digital services and e-commerce.

I have a background as a Creative Director with excellent visual creative skills and proven leadership and team management abilities. I thrive from building and coaching teams, then motivating colleagues to deliver beautiful and usable experiences.

Twenty years of industry experience encompassing the emerging and developing web industry has taught me a solid understanding of best practise web design, user centred design methods, accessibility concerns and agile development practices.

Clear simple communication is a rare and valuable skill when building digital products and I take pride in an ability to clearly communicate the complex problems we can encounter to all levels of seniority and experience within a business. And I enjoy finding answers to these problems.

I will always strive to put the user and their needs at the heart of the products and services I work on. Only by truly understanding our users can we deliver elegant, intuitive and memorable experiences.

EMPLOYMENT

Interaction designer at Co-op

May 2016 to present

Digital customer experience lead at Scottish Widows (Lloyds Banking Group)

March 2016 to May 2016

I was responsible for leading on the design of the digital customer experience across all of Scottish Widows sites and services. These were mostly old legacy systems. There were a number of digital transformation projects and programs of work I was involved in ensuring they were focused in customer experience. This happened against a backdrop of a wider body of work taking place across Lloyds Banking Group transforming key digital services so there was an element of co-ordination and sharing of best practise across remote teams. Scottish Widows Corporate pensions was one of these key transformation projects and a large part of my role is to lead on the customer experience in this ensuring it is reflective of the brand values and best practise digital delivery. This involves managing business (internal) and agency (external) stakeholders and continually keeping them focused on the customer (the user).

I was also responsible expanding the design team within Scottish Widows to manage and maintain the new services and to continue the transformation work throughout the portfolio.

Interaction designer at HMRC DDCN Newcastle

August 2015 to March 2016

I worked initially in the Childcare Calculator and Guaranteed Minimum Pension services, then on the PAYE Income Tax element of the personal tax account (known as the Check your Income Tax service). I took this role as an opportunity to gain experience working in an environment that was using the Government Digital Services standards. I was keen to get involved in the delivery of large scale transactional services and was lucky enough to work on one of the exemplar transformation services.

My experience of working on two services going through GDS assessments (which both passed) helped me understand the value of the Digital by Default Service Standard. I enjoyed the combination of working in cross discipline agile teams, working on large scale public services and being a part of a wider community of digital professionals working on government services.

Product manager at the Scottish government

December 2013 to July 2015

As part of the Digital Directorate I worked exclusively on the mygov (www.mygov.scot) program as the lead product owner. After joining the program at its inception I helped form the team and delivery capability of the division as well as shaping the mygov product and content publishing platform. This was a complex program that was continually evolving in its direction in particular in the context of the Scottish independence referendum. During my time there, I continually focused on delivering a user focused product for Scottish citizens.

- Delivered mygov Alpha August 2014 (alpha.mygov.scot – now archived)
- Delivered mygov Beta December 2014 (www.mygov.scot)

Responsibilities included:

- Maintain product backlog and ensure all features delivered by delivery teams meet with requirements
- Regular engagement with internal and external stakeholders to understand how to prioritise features and development to deliver value
- Ownership of the mygov product roadmap
- Acting part of senior leadership team in the program
- Line management of Product owners and BAs
- Initial liaison and project initiation up for gov.scot migration to our content publishing platform

Owner PSD Studio Ltd. (Pete Smith Design)

2008 to Present

As director of my own company, I offer design and UX consultancy to public sector organisations and commercial projects.

Recent work examples:

- IAT Ltd – London start-up. 6 month contract as UX and design lead, defining and designing an innovative consumer facing online rewards product, integrated with a price comparison engine. www.epoints.com Working to aggressive timelines and budget restrictions whilst ensuring a viable and competitive customer experience in the final product.
- Map of Medicine – user interface redesign for industry leading medical pathways application

- Scottish Courts – IA and UX design across their portfolio of sites.
- For Edinburgh Libraries in conjunction with Eskimo design – UX design consultancy www.ourtownstories.co.uk, full UX design on www.capitalcollections.org.uk including user research and analysis.
- Older but noteworthy projects: Archant publishing (weddingsite.com), emap automotive (car magazine and 4 other sites), Global Radio (various advertising and promotional design pieces), MySpace (production of video animation and supporting book for product launch)

User experience and design lead at Style Pilot (www.stylepilot.co.uk)

September 2010 to March 2013

Founding director and shareholder at web start up StylePilot a personal style engine for men, an automated stylist that gives men personalised recommendations based on their physique and preferences.

- Helped visualise the product, taking early concepts through an iterative design process of wireframes and visual brand design to create a complex and working e-commerce web application
- Brought a conventional offline experience of personal fashion consultancy into an online product, creating an interface that allowed users to set preferences and input their physical attributes, alongside an online shopping experience.

Creative director at Sitekit Ltd

June 2012 to February 2013

This role gave me my first taste of product management working on the eRedbook, an online digital health record for children 0-5 years based on the existing physical red book given to new parents across the UK. I took the lead in the product design, taking requirements from the business and external stakeholders (health professionals) and transforming these into a live digital product that was focused on the needs of new parents. eRedbook responsibilities included:

- Communication and Engagement: Regularly attended eRedbook steering committee meetings at the RCPCH (Royal College of Paediatrics and Child Health), communicating design vision and complex web build concerns to non technical stake holders. This extended to evangelising the product amongst public sector organisations and individuals as well as commercial partners and members of the public.
- Service design: Ensuring the digital eRedbook enhanced and supplemented existing offline processes in a unified and consistent experience. This encompassed working alongside both health professionals and technical teams from Microsoft to deliver an appropriate and workable solution.
- Improving team performance: I was tasked to improve the performance of the development team. I implemented some basic agile practices. Over ten two-week sprints, we turned around a failing and underperforming product and managed to deliver eRedbook phase 1 on time and on budget, including an iOS mobile application.
- Analysis and use of evidence: Organised and moderated numerous focus groups with parents and health visitors to research the product offering. Analysed results, produced reports of the groups and used the data to inform further design decisions in the project, communicating and documenting these findings to health professionals and stakeholders.

- Ownership of visual identity and UX for the product across all media platforms (web, mobile and off line collateral)

Creative lead at NHS Choices (nhs.uk) – Capita Health

June 2009 to February 2011

At NHS Choices I was keen to learn how to apply my creative skills in the public sector, taking me out of my comfort area of working with commercial media owners and entertainment brands.

As head of design and creative lead at NHS Choices my responsibilities included:

- Maintain, update and police the NHS Choices style guide
- Lead role in the redesign of the NHS homepage, both user experience design (producing annotated wireframes) and creative direction on look and feel. The project was tasked to deliver elements of personalisation and customisation, utilising user profiles to manipulate page content and layout.
- Timely delivery of all designs to the technical team across all aspects of nhs.uk which needed clear annotation and documentation as part of an accountability process within Capita and the DH
- Project management of design team's workload across core contractual responsibilities plus any supplementary commercial activity (e.g. Department of Health campaign sites and non core work won by Capital Health)
- Implement a design briefing process within the program to facilitate better workflow through the design team
- Instil a creative working environment in order to improve the quality of design output and elevate the profile of the design team within the business, against a conventionally dry backdrop of the department of health in a civil service building.
- Creative direction, line management, and recruitment within the design team
- Coaching and development of design staff, in both business acumen and design practise.

Creative director GCap Media plc & member of interactive senior management team

November 2005 to July 2008

Whilst at GCap (now Global radio) I worked on exciting projects for high profile brands across a number of media formats.

In this role I fully developed team leadership and project delivery skills. I took my in house team from being over worked and struggling with quality to being able to compete with and win competitive bids against external design agencies, by implementing a simple and effective briefing process and project management system. I was pleased to earn the respect of my team members for my clear and reasoned creative direction.

Key responsibilities:

- Lead a team of 10 designers and developers including remote management of 2 designers.
- Represented the design function within GCap media, communicating and engaging with senior staff up to CEO level on high profile design projects (eg: station rebrands)
- Input into business decision making on GCap's online strategy as part of the Interactive Management team.
- Managed design process from inception to completion on all new station content managed websites, including both UX and visual identity, whilst ensuring methods of best practise for accessibility and web standards were observed.

- Ultimately responsible for the design team's work, ensuring deadlines are met and quality control for online, print and video work.
- Hands on creative direction and leadership.
- Coaching and development of design team staff.
- Managing department budgets and spending, including salaries, equipment purchases etc.
- Liaise with senior management of GCap to negotiate project priorities and provide consultation on all design matters as required.

Example projects beyond web design responsibilities:

- Worked across multiple media formats as well as web which included logo and visual identity design (with full supporting guidelines), print (press ads and stationary), merchandise and promotional videos. This required knowledge of good type setting and communication design skills while following brand guidelines.
- Creative direction on the event branding at Party in the Park – a 100,000 ticket event in Hyde park (including all aspects from stage branding, ticket design and merchandise)
- Interior design including 5 themed brand meeting rooms and the main building foyer, plus we even designed and converted a route-master bus into a mobile studio)

Early employment history

Design Team Art Director - GCap Media plc 2004- Oct 2005

Senior Designer - Capital Radio Group plc 2001-2004

Commercial Web Designer - Capital Radio Group 1999-2001

Web Designer and HTML coder in a small web design company 1997-1999

Freelance designer 1997

Self employed Artist 1996-1997

TRAINING

Whilst at Scottish government I received personal coaching on Agile, Kanban and leadership based on the principles of value, flow and quality (VFQ).

Numerous management training and executive coaching courses whilst at Capital and GCap media, focusing primarily on leadership and change management.

Officially recognised Agile scrum master training (Agile development methodology)

EDUCATION

Degree BA Hons Fine Art (Painting) Newcastle University 1992-1996 - First class

School 3A levels 1AS level (A-B grades) 12 GCSEs - (A-C grades)