

Ben Scammels BA (hons)

Brighton, UK

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A UX Designer and Researcher with 15yrs experience. I cover many aspects of UX and UI design when defining products. I lead Agile projects from research through to design, testing and implementation.

I'm passionate about making products that work for people.

Cross-sector experience: Public sector, energy, eCommerce, education, travel, fintech and media.

Client list: from renowned to niche brands including EDF, DIT & HMRC (Gov.uk), Sony Playstation, LSG Skycheffs, Tesco, ASOS, RSA, Boots, Fidelity and Future Science Group.

Project skills

- Pre-project: scoping for statements of work, proposals and project plans
- Kick-off meetings & workshops with clients and project teams
- Leading small/medium scale projects and teams (with client-facing responsibilities)
- Design, content and interaction specification
- Handover to development teams and monitoring of implementation
- Responsive design and development processes
- In-house and agency experience working in Agile/Scrum environments
- Solid grounding in front-end technologies
- Experience collaborating with developers, designers, product owners, project managers and other UX designers

Interpersonal skills

- Staying abreast of design trends and topics. Reading UX and design articles and books and attending industry events
- Public speaking at design community events (UX Brighton talk on international checkout best-practice - <http://tinyurl.com/UXBtalk>)
- Team and client communication - bridging all departments and team members from directors, marketing, product and design teams
- Attention to detail - whether it be interactions or pixel alignment
- Ownership and responsibility for the products I design

UX skills

- User research, interviews & analysis
- Surveys (Survey Monkey)
- Workshop facilitation
- Stakeholder interviews
- User-flows, sitemaps & wireframing
- UI sketching
- Prototyping
- Usability testing and reporting (moderated and remote)
- User behaviour/analytics (Hotjar)

UI design skills

- Responsive UI design for mobile, tablet and desktop devices
- Styleguides
- Interactive prototypes
- Typography

Design tools

- Sketch, Photoshop, InDesign & Illustrator
- Prototyping tools: Sketch & Abstract, Axure, Invision, HTML/CSS/JS

Project management & communication

- Jira, Trello, Slack & Evernote
- Agile methodologies

CAREER HISTORY

Contract UX Designer & Researcher Ben Scammels Design Ltd (*June 2016 to present*)

Providing UX research, design and UI design for agencies and brands on digital projects. Clients: EDF, DIT/Gov.uk, Engine (Partners Andrew Aldridge), HMRC/Gov.uk, LSG SkyChefs, IntoGlobal and Buzzmove. Highlights include:

DIT (Gov.uk): A research project to uncover issues with Micro Businesses to help increase exporting numbers to 100,000 by 2020. Our team worked on stakeholder interviews, research plans and interview scripts before interviewing 26 DIT staff and UK businesses. After analysis we presented to the team (Head of Content, programme and product managers) which informed content designers' briefs and solutions.

EDF BlueLab: A 6 month project based on EV owners sharing their chargepoints with the EV community. I led the project from user interviews and analysis through to UX and UI design of the entire product. Prototyping and usability testing was carried out using Invision and Lookback and I worked with Senior stakeholders and development teams, facilitating workshops and instigating development workstreams.

IntoGlobal: Student application form redesign. After background research, interviewing stakeholders and reviewing Hotjar analytics I ran workshops to rationalise the question-set leading to a large reduction. Sketching workshops informed the prototypes which were user tested and iterated then fed into the development workstream. I worked alongside the Agile team providing specifications and input as well as mentoring internal UI and UX designers. Form conversion increased by 30-50%.

Senior Product Designer & Head of UX Lowcost Travel Group (*April 2015 - June 2016*)

Working as part of the product and development teams for this online travel retailer I was solely responsible for delivering all UX and UI design for Hoteling.com and Lowcostonline.com. I worked through research, user-flows, wireframes, prototypes, hi-fidelity visual designs and usability testing, all within an Agile environment.

Project highlight: A 3 week research piece into international checkout page best practice which I fed into our page redesign and presented to external agencies and at UX Brighton.

UX Designer and Project Lead The Unit (*February 2014 - January 2015*)

As part of this agency we worked for global financial and music industry clients such as RSA, Universal and Work the World. I liaised with clients, researching and defining products into prototypes for testing and iteration. These became key deliverables for our design and development teams to work from.

Senior Digital Designer Makemedia (*2012 - 2014*)

Digital & Graphic Designer ASOS.com (*2005 - 2007*)

Digital Designer & Front-end Developer

Secretsales (*2010 - 2012*)

Period of working travel (*2001 - 2005*)

Across France, America and New Zealand

Senior Digital Designer eDialog (*2007 - 2010*)

Digital Imaging Manager Demon Imaging (*2000 - 2001*)

PUBLIC SPEAKING

2015 - UX Brighton: 'The anatomy of an international checkout page' (<http://tinyurl.com/UXBtalk>)

2012 - UX Camp Brighton: 'Responsive workflows and prototyping' (<http://tinyurl.com/UXCBtalk>)

QUALIFICATIONS

2000 - BA (hons) Graphic Design (2.1) - Camberwell College of Art (University of Arts London)

1997 - BTEC Foundation Art & Design, Reigate School of Art & Design

1994 - 1996 - 3 A-Levels, 9 GCSE's