Steve Perry

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EDUCATION

The Open University
2:1 BSc (Honours) in Computing, I.T. & Design
2015 – 2019

GROUPS

UX Scotland
User Centric Scotland
UXPA
User Centric Scotland
haver.scot

PROJECT MANAGEMENT

Trello
Miro
Wrike

METHODOLOGIES

Agile
Lean UX
Design thinking

SUMMARY

A commercially aware interaction designer who cares about each project I am involved in. I have retrained myself to become an experienced designer with a strong academic background and valuable practical experience in interaction design and ux research to date. I care very much about human behaviour and people, where my user-focused design style is fundamental towards helping employers achieve their goals.

Key achievements

- Chosen to join a collective project with some of Scotland's best talent in the field of UX.
- Developed and tested a full web site design project from scratch.
- Won a contract to work with one of the largest charities in the UK, on an app concept.

CERTIFICATIONS/COURSES

- **Interaction Design Foundation**, Intermediate to advanced
2019 – User research, information visualisation & psychology of interaction design
- **City College**, Web Authoring evening classes
2019 – HTML/XHTML, CSS, SEO, Ps, AI
- **Pitman training**, ECDL qualified
2017 – Modules 1-7
- **Udemy**, User experience (ux): The ultimate guide to usability
2020 – online certification

WORK

Haver, User researcher/UX designer [freelance]
2020 – present haver.scot

By way of invite, I was selected to be part of a new project consisting of a selection of ux designers, researchers, developers, and marketers, who collectively help businesses grow.

Lingoscope, UX Designer [freelance]
2020 – present (4 months) https://www.lingoscope.co.uk

Fully responsible for the entire digital project including research, IxD, development and project management. The methodological approach was lean UX, whilst focusing on a mobile first strategy and conducting qualitative and quantitative user research methods – user interviews, transcripts, and open-ended surveys - to extract trends. User story maps were created, informing rapid prototypes that were then tested to validate hypotheses. Tight budgetary constraints were overcome by applying innovative thinking in order to collect and analyse data at minimal costs.

The Princes Trust, UX Researcher (The Zen Agency)
2020 – present (3 months) https://www.thezenagency.com/clients/princes-trust/

Having succeeded in winning this contract job to help design a new concept app, the main responsibilities for this role was conducting usability testing sessions and creating end of stage reports representing research findings. Working within a multi-disciplinary team with digital designers and a developer/product manager, my role ensured the project had the users at the centre of the design process. Alongside this, I was directly involved with the iteration of wireframes and user story maps as well as conducting HTA. I continually made sure the client's needs were translated into an efficient app concept, ready for development.

The Youth Radio Network, HCI/UI Designer [voluntary role]
2019 – 2020 (4 months) https://www.theyouthradionetwork.com/

As UX design and developer lead, the task here was to create a dynamic and responsive CMS web product. As a UX team-of-one, I ensured UCD goals were being met by collaborating

with existing developers. Despite the project halting at the midway stage, user interviews, workshops and competitor analysis activities were successfully completed. High-fidelity prototypes were created using webflow and the blueprint for a stable product was established. I was tasked with creating artwork and job adverts – resulting in higher than expected response rates.

West of Scotland Counselling, BCS University project [academic]
2018 – 2019 (11 months)

This academic project involved producing a platform where the client could increase conversion rates and modernise his business brand. Conversion rates were doubled within the first month of going live. Alongside this, bounce rates were reduced over a 3-month period. Unmoderated user surveys were distributed, identifying an increase of 18% in user satisfaction compared to the existing website.

Having conducted A/B testing and usability tests during the evaluation stage, poor designs were eliminated, culminating in ROI projections that forecast significant increases in revenue from the alternative model.

Parseq, Home-automation 1st-line technical support
2016 – 2017 (3 months contract)

My role involved providing technical support to Hive home-automation customers, dealing with complex technical issues around peripheral devices and interfaces in a remote setting. This position allowed me to flex my technical knowledge as well as providing a very high standard of customer service to a wide range of service users with varying technical knowledge.

Student/Private Landlord/Stay-at-home Father - Home-based
2014 – present (6 years)

Amey, Road Traffic Controller
2012 – 2014 (2 years)

As a road traffic controller adapting to high pressure situations, members of the public were kept safe through a series of measured approaches. Daily tasks included managing multiple software systems, communicating with the emergency services and problem-solving road maintenance challenges. Alongside this role, I provided support and guidance to the social media team, by offering information and advice around analytics.

Essentia Group, Health Campaign Manager
2008 – 2012 (4 years)

being responsible for 38 members of staff while working on public health campaign projects, my own attention was to ensure daily KPI's were met. Alongside daily targets, regular workshops were planned and carried out, ensuring skills and morale were maintained. I was instrumental in achieving a 78% increase in overall healthy lifestyle user-engagements compared to the previous year. Alongside this, I designed an in-house complaints system that in the short-term increased productivity and workflow, and long-term, reduced costs.
2001 – 2008 ~ Gap year/unskilled jobs. Details available upon request.

Focus Do It All, Department Manager
1994 – 2001 (7 years)

This role allowed me to learn to effectively manage staff, achieve monthly sales figures and learn to become highly skilled in CX.