



Robert Thomson

Lead CX/UX & Service Design

I like producing performance-oriented business solutions that enhance and optimize user engagement.

I create products for global organisations that fully embrace agile user centred design helping define form, behaviour and content. My experience spans many diverse market sectors from oil and gas, banking and finance, gaming and pharmaceutical. I specialise in direct consumer engagement focussing on the psychological aspects of choice and prefer to take a holistic approach ensuring that business requirements are implemented in the correct manner so as to provide the best user experience. And finally, I am also a Certified Scrum Product Owner.

Core skills

Product & Service design *Lean + value proposition canvas', impact and journey mapping*
User Research *Quantitative & qualitative techniques*
Ethnography & discovery *Mapping user motivations*
User modeling *Proto-personae, mind-mapping, ...*
Interaction design *Functional level conceptualisation*
Interface design *Component level conceptualisation*
IA and information design *structure and content*

Soft skills

Certified Scrum PO
Agile + Lean methodologies
Stakeholder engagement
Team leading and building
UX mentorship
Highly collaborative

Experience

June 2017 **Lead Service Designer | Wipro Digital | Energy**
March 2018 Leading the service design activities for an internal digital transformation program of strategic business significance for one of their largest clients, a global energy provider.

Myself and my core team were brought in to review and revise the ways of working across all business areas, included their interoperability with other business areas as well as externally with energy regulators and their core client base.

For each of the 80 or so epics that resulted, impact mapping was used to chase the value using a jobs-to-be-done (JTBD) method. Service blueprints were created and aligned against the necessities of data availability, regulatory compliance and data security. From this, prototypes were sketched out for validation against stakeholder expectations, revising as necessary, before being synthesized into user stories with the scrum team.

Feb 2017 **Lead UX | Foam and Substance | eCommerce**
June 2017 This new start-up has a revolutionary concept in luxury beauty shopping but needed help. Their website and service offering were designed around a standard ecommerce platform (IBM

Websphere) that detracted from the primary business imperative of membership not retail. Examining consumer touch-points on and off the web and redressing preconceptions about the service offering with simple accurate narrative resulted in increased site traffic and boosted the conversion ratio to just under 6% (up from 1.8%). With both membership conversion and product purchases heading upward it was time to start split testing.

June 2016 **UX Optimisation Lead | TUi AG | eCommerce**

Dec 2016 The requirement for this role was threefold; firstly, to define and implement a scalable lean optimization process across the full TUi domain, secondly to put together and mentor a fledgling team consisting of QAs, BAs, developers, designers and business leads on clan mentality and the optimization process and lastly to generate an achievable, measurable backlog of multi-channel A/B and multi-variant tests.

The key to success for this new business transformation process was foster the necessary lines of communication that needed to be in place to facilitate and re-enforce its value within the business.

Output was a 600% increase in testing output with a forecasted YoY estimated uplift in the millions in potential generated revenue.

May 2016 **Senior UX Researcher | Spotless | Bank of Ireland**

June 2016 Hired by Spotless, a specialist research agency to plan and conduct qualitative user research into the market feasibility and acceptance of a new mobile product. Responsible for client stakeholder management, screening respondents and the subsequent interviews and lastly presenting key findings back to the client.

Jul 2015 **UX Proposition Lead / Service Design Lead | 4Finance | Financial**

May 2016 Embedded within a lean, clan-based environment spread throughout 5 countries, my role was to define and manage the creation of the omni-channel service level proposition with a team of lean facilitators and solution architects. Interviews with local audience brought understanding of the jobs-to-be-done with input captured in the form of a value proposition canvas. To enhance communication a lean canvas was synthesized and used to broadcast proposition vision to the wider audience and business leads.

Business level assumptions and local market knowledge, gained from surveys and direct interviews, framed the initial hypotheses which were tested with the local audience using sketches and lo-fi prototypes. To maintain a lean workflow, concepts were sketched out collaboratively with key members of the clan and then transferred to design to be tested by the local audience and iterated where necessary.

The largest hurdles faced were in understanding and navigating the various legal and regulatory requirements that related to loan financing at the local level in a manner that mitigated their impact to the end user.

Apr 2015 **Paternity leave**

Jun 2015

Jan 2015 **UX Lead | TMW | Barilla Sp. A**

Apr 2015

The requirement was to lead and mentor a top tier agency on a transformational/optimisation project of strategic business significance for this client. By factoring in the differential knowledge of the global audience, the current and future business roadmap and technical capabilities, business KPIs and the competitive landscape we were able to define a phased scalable UX roadmap that addressed the specific business challenges.

Activities and deliverables included;

- Stakeholder engagement
- Maintaining the product vision
- Product taxonomy
- User journey mapping
- Sketching
- Personae and scenario creation
- Scrum mentoring
- Lean UX process mentoring

Sept 2014 **Lead XD | R/GA | O2 Priority Mobile Applications**

Dec 2014

Brought in to create the next level windows phone application for O2 Priority and advise the further development of the existing iOS and Android Apps. The key to success was in understanding the expectations of a individual platform users and leveraging the unique features available to each then blended them seamlessly to achieve a native look and feel whilst maintaining functional integrity.

July 2014 **Lead Service Design | TMW | Canon for Business**

Sept 2014

The mandate was twofold, firstly to optimise readability and usage at the page and section level and lastly, to provide a strategy to increase lead generation. Success was achieved by working with external business users within the market service sectors to gain insight and understand their needs leading to short, mid and long term wins. Having a set of clear objectives and a comprehensive prioritised backlog, synthesised from the current as-is, grounded market insight and the competitive landscape, allowed Canon to solidify their business vision from an experiential perspective. By identifying and leveraging key additional services within their business portfolio we were able to define a scalable UX approach that aligned with their business roadmap with current and future user requirements.

Activities and deliverables included;

- Prioritised product backlog
- User journey mapping
- Qualitative and quantitative research
- Heuristic and competitor analysis
- Product taxonomy & nomenclature
- Presentation to business stakeholders

March 2014 **Lead UX Architect | BAE Systems | Vodafone UK**

July 2014

Lead user experience architect and Product Owner on the Vodafone UK careers site optimisation/rework. Working within an agile blended team of industry experts, the project was initially involved with the exploration and segmentation of the user base into job families. Once done, extensive interviews through all job families across an audience that encompassed new hires through to seasoned employees to understand the hows, whats and whys of their continued

employment and then mapping those to engagement triggers within the target audience to fuel further interest whilst keeping one eye on the business objectives.

400% increase in dwell time 300% increase in applications

Activities and deliverables included;

- Stakeholder engagement
- User journey mapping
- Qualitative and quantitative research
- Mapping user motivations
- Product taxonomy
- High fidelity wireframes
- User story creation
- Presentation to snr. stakeholders

May 2013
March 2014

UX Lead | Tesco | GMO Marketplace

Lead customer experience architect on a major transformational program of strategic business significance. Leading a small cross functional team of agile practitioners with a mandate to create a world class trading environment to underpin the UK's fastest growing marketplace.

Activities and deliverables included;

- Rapid product ideation & iteration
- Stakeholder management
- User journey grooming
- Prototype development
- Third party management
- Product taxonomy
- Low & high fidelity wireframes
- Supporting documentation

Sept 2012
Feb 2013

Snr. UX Architect (Proposition) | Money Advice Service | Annuities Comparison Tables

Working with the Senior Stakeholders, Product Owners, the FSA and the Institute for Government I organized and facilitated a series of collaborative workshops to refine the product direction, define key user journeys to create a Minimum Viable Product. Through rapid prototyping the product was iterated further to encompass key edge cases. At each stage I prepared documents required for board level signoff.

Snr. UX Architect (Optimisation) | Money Advice Service | Savings Comparison Tables

After conducting a heuristic evaluation on the 'as-is' state of the current system, I ran an on-the-fly lab session with potential users to gain some quick insight and produce a RAG backlog, after which I held a stakeholder workshop to understand the business verticals of each product and to understand the synergy between them based upon insight from the lab session.

May 2012

UX Architect | Confidential Banking Client

Oct 2007
Mar 2013

Head, Digital Strategy & Product Development | Photosound

Managing the UX and Product Development departments for this high performing pharmaceutical agency. As such, I was responsible for outlining digital product strategy focusing mainly on high volume transactional systems and consumer-centric applications for some of the largest pharmaceutical companies in the world.

1998 - 2007 **AGI Media** *UX/PO - 20th Century Fox B2B and B2C Digital Catalogues*
Businesshealth *Lead FE developer, B2C public and consumer portals*
BP / Schlumberger *Snr. Developer – BP Rig Audit, TotalFina Intranet, various others*
Publicis Dialog *UX/Flash developer – various projects*
Tonic Interactive *UX / Flash developer - Sony B2C microsites*
Sporting Index *UX / Product Owner – various high value games*
Boosey & Hawkes *Product Owner - B2B Commercial site for BooseyMedia*
Teamworks *Lead Solution Architect – New HP B2B & B2C site.*
Reed Elsevier *SEO Specialist – “Airline Business” + various others*
(+ 12 others, details available on request)

Awards and Speaking

Judge (Mobile), Web Health Awards *May 2009 to present*
Evolution of Consumer Engagement in Healthcare *Astellas Workshop 2012*
Social Engineering *Workshop Zug Switzerland, Amgen Workshop 2011*
The Social Media Revolution and Consumer Engagement *Las Vegas, HCEA 2011*
The Event, Today, Tomorrow, Perspectives from Healthcare *Las Vegas, HCEA 2011*

In my spare time

With the birth of my twin boys in mid- April 2015, the notion of “spare” time has become obsolete but when possible I enjoy helping my partner with her product brokerage business and keeping abreast of the fluctuating landscape of knowledge circling the idea of causality and choice and what makes people ‘tick’.

Further details

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Portfolio www.robthomson.net