Robert Thomson
Lead UX Architect

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

A Certified Scrum Product Owner / Practitioner with over 18 years of digital experience, I create products for a global organisations that fully embrace user centred design helping define their 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.

Abilities as a UX Strategist & Architect

Product Design & Strategy Mapping User Motivations

Impact Mapping
Experience Mapping
User Journey Mapping
User Stories and Scenarios
Mental Models

Interaction Design Functional level conceptualization

Prototyping (Digital) *Axure RP 6-6.5-7 / Sketch*
Sketching *HB Pencil*

Interface design Component level conceptualization

Wireframing *Omnigraffle/Balsamiq*
Visual Mockups *Photoshop/Illustrator*

IA & Information Design Structure and Content

Card Sorting & Tree Tests
Product Taxonomy
Content Strategy

Abilities as a UX Researcher

Audience Segmentation
Heuristic Evaluations & Competitor Analysis
Contextual Inquiry (Active & Passive)
User Interviews
User Trends Analysis Desk based research
User Modeling Personae/Scenario Creation

Experience

Jan 2015
Apr 2015

Lead UX Architect | Barilla Sp. A

The requirement was to lead and mentor a top tier agency on a transformational project of strategic business significance for this major 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

- Personae and scenario creation
- Scrum mentoring
- Lean UX process mentoring

Sept 2014
Dec 2014

Lead XD | R/GA | O2 Priority Windows Phone application

Brought in to create the next level windows phone application for O2 Priority. The key to success was in understanding the expectations of a windows phone user and leveraging the unique features available for this platform to translate what was initially conceptualised as an iPhone application onto the Windows platform in a way that blended seamlessly with the native look and feel whilst maintaining functional integrity.

July 2014
Sept 2014

Product Owner/Lead UX | TMW | Canon for Business

The mandate was to provide a UX strategy to enhance the business-focused segment of the Canon site resulting in increase lead generation. Success was achieved by working with the client to solidify their business vision, synthesised from the current as-is, market knowledge and the competitive landscape from an experience 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.

Activities and deliverables included;

- Stakeholder engagement
- User journey mapping
- Qualitative and quantitative research

- Heuristic and Competitor analysis
- Product taxonomy & nomenclature
- Presentation to Snr. Stakeholders

April 2014
July 2014

Lead UX Architect | BAE Systems | Vodafone UK

Lead user experience architect and Product Owner on the Vodafone UK careers site. 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, the key to success on this project in researching the interests/touch points of each job family and then mapping those to engagement triggers 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 | 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 | Money Advice Service | Savings Comparison Tables

After conducting a heuristic evaluation on the 'as-is' state of the current system I followed this up by organising various stakeholder workshops to understand the business verticals of each product and to understand the synergy between them.

May 2012

UX Architect | Confidential Banking Client

Oct 2007
Mar 2012

Head, Digital Strategy & Product Development | Photosound

Managing the UX and Product Development departments for this high performing pharma-boutique agency. 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/Snr Flash Developer - 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.*

(+ 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

Linkedin www.linkedin.com/in/robertathomson
Portfolio www.robthomson.net