



# Jack Josephy

MSc. B.A. (Hons)  
User Experience Designer

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## Summary

Strong proponent of User Centred Design and all round usability expert, who understands business, works well with people, understands psychology, and is highly competent in combining user research and testing with best in class information architecture and design.

3+ years proven commercial experience on UX Design, user research and conversion rate optimisation projects for leading UK brands including TK Maxx, M&S Bank, Sainsburys Bank, Pfizer, Roche, ABN AMRO Commercial Finance, Accordance VAT, Kinetico, Virgin Experience Days and Posturite.

Commercial experience designing complex web applications for the UK's largest Search agency iCrossing.

MSc in Human Computer Interaction: strong academic background in User Centred Design & Evaluation, including 4 month user research project for the world's most popular Linux operating system Ubuntu.

## Research, Design & Technical Skills

### UX Research & Evaluation

User testing, questionnaire surveys, focus groups, interviews, card sorting, tree testing, expert heuristic reviews.

### UX Definition

Wireframes, wireflows, sitemaps, iterative prototypes, functional specifications.

### Conversion Rate Optimisation

Web analytics, A/B & Multivariate Testing.

### UX Scoping

Scenarios, use cases, personas, task analysis, taxonomies, user journey mapping.

### Visual Design

Grid based layouts, responsive design principles, colour theory, typography, design templates.

### Front End Web Development

Cross browser HTML, CSS, Javascript, jQuery, jQuery Mobile, Responsive design, WCAG standards.

## Tool & Software Proficiency

**UX tools:** Axure Pro, Omnigraph, Pidoco, Survey Monkey, Morae.

**Adobe CS:** Illustrator, Photoshop, InDesign, Dreamweaver.

**CRO tools:** Visual Website Optimiser, Google Website Optimiser.

**Analytics tools:** Google Analytics, Coremetrics.

**CMS:** Wordpress, Magento.

**Microsoft:** Word, Powerpoint, Excel, Visio.

## Personal Skills & Experience

Client management and new business pitching for leading UK brands.

Strong understanding of business dynamics and digital marketing.

Strong experience working and communicating with both technical and non-technical people.

Experience managing large e-commerce optimisation projects for Posturite Ltd.

Excellent organisational, written and presentation skills.

## Qualifications

**MSc. Human Centred Computer Systems: Merit**  
[University of Sussex 2009].

**B.A. (Hons) Philosophy and Cognitive Science:  
2.1** [University of Sussex 2008].

**A-level's: 1 A, 2 Bs**  
[King Edwards, Bath, 2004].

**GCSE's: 8 As, 1 B**  
[King Edwards, Bath, 2002]

## Professional Training

Certified ScrumMaster [Radtac 2013].

Professional influencing skills course [Learning Tree International 2013].

DConstruct 2012 workshop in mobile web development [Clearleft 2012].

UX London 2012 workshops in Content Strategy and Emotional Design [Clearleft 2012].

Advanced public speaking training course [Skillstudio 2012].

HTML5 training course [Clearleft 2011].

Javascript & jQuery training course [Silicon Beach 2011].

CMI Level 5 Management and Leadership [Liverpool 2011].

## Employment History

### **UX Consultant - iCrossing [April 2012 - Present]**

Lead UX design, evaluation and consultancy for some of the UK's biggest brands. New business pitching and client relationship management. Agile UX for internal product development.

### **UX Designer - Posturite Ltd [April 2010 – March 2012]**

Lead role, managing and running e-commerce UX/conversion optimisation projects with proven results increasing online revenue by 50% for [www.posturite.co.uk](http://www.posturite.co.uk).

### **Web Designer and Developer - TGSi [March 2010 - April 2010].**

In house web design and development project.

### **Usability Researcher - Canonical/Ubuntu & Uni of Sussex [April 2009 - August 2009].**

Usability research project into the open source operating system Ubuntu. Contextual inquiry, interviews, 2500+ respondent survey.

## About Myself

I am a passionate self motivated UX professional who is naturally social and out going. I take great pride in my work and I work best when challenged, both independently and collaboratively. I am particularly interested in applying an empirical approach to UX and am fascinated by the psychology of design.

Outside of my professional life I lead an active social life, swim regularly, cook, ski and follow technology trends, particularly web technologies, design and UX.