

Ian Fenn

London, United Kingdom

Available for Head/Lead UX research and design roles.

Please email ian@chopstixmedia.com in the first instance.

UK: +44 (0)7734 101672 or +44 (0)20 7183 8170

Award-winning **user experience researcher and designer** with 23 years' experience, both agency and client-side. Over 110 mission-critical projects successfully completed, from simple websites to complex applications. Senior/Lead UX designer for household names such as Disney, McDonald's, Burberry, Virgin Media, and BP. Specialist knowledge of Corporate/B2B, Intranets, Ecommerce/Retail, Self-service, E-learning, and Government.

EMPLOYMENT HISTORY

UX Research and Design Consultant, Chopstix Media Limited (July 2004 - present)

This is my consultancy. Acting as an integral member of a project team or as a UX coach, I mentor clients and advise on best research and design practice. I work tactically or strategically and am happiest doing both.

Selected projects:

Department for Work & Pensions (Senior Interaction Designer/User Researcher – 14 months)

Planned and lead discovery research. Coached and mentored six staff in user research skills. Ran a 12-week live application trial involving a dozen staff and 120 citizens, resulting in over 400 recorded observations. Produced service maps. Built prototypes with the GOV.UK design system.

McDonald's Monopoly (Senior UX Designer via The Marketing Store – 2 months)

Designed the online experience of the UK's biggest and longest-running promotion, McDonald's Monopoly, resulting in the company's best trading figures since they entered the UK market in 1974.

MerchantCantos (UX Manager – 14 months)

Managed the UX team and lead UX design on over 50 digital transformation and communication projects. One client website won a 'best use of digital' award. Another paid for itself within three weeks.

The Walt Disney Company (Senior UX Strategist – 5 months)

Lead the UX design on a confidential project. Provided UX advice relating to their ecommerce store.

Age UK (Senior UX Consultant – 4 months)

Redesigned their ecommerce area. Following launch, purchases via the redesigned shopping area increased even though overall social enterprise income fell.

Snapps (UX Director – 6 months)

Helped this startup secure \$5 million (£3 million) of seed capital by redesigning their native iOS apps and formalising their delivery process.

Reallyenglish (Lead Interaction Designer – 6 months)

Designed their first mobile-based e-learning course, resulting in a 60% increase in corporate sales, and higher user retention. Also devised a design system to enable the efficient design of further courses.

Schlumberger (Senior UX Consultant via Dachis Group – 4 months)

Redesigned an internal knowledge-sharing application following participatory design workshops with staff. Following delivery, the company received their eighth industry award for the platform.

Burberry (Lead Interaction Designer via Conran Design Group – 2 weeks)

Redesigned Burberry's corporate website against a tight deadline. Burberry described the resulting website as "both sector and FTSE leading".

Virgin Media Inc. (Senior Information Architect – 10 months)

Researched and designed a call centre application for several thousand staff. The company's share price increased after retention agents using the app reduced customer churn against market expectations.

Concern Worldwide (Senior UX Designer – 4 months)

Redesigned the website for Ireland's largest aid and humanitarian agency. Following re-launch, donations, site visits and other vital metrics exceeded project targets.

BT plc (Senior UX Producer – 3 years 2 months)

Redesigned BT Broadband Office, one of the UK's largest SME websites. Devised BT's first customer-facing blog, and a social media proposition. Reduced operating costs, doubled customer usage, and quadrupled sales revenue. Work recognised with internal awards three times.

Other Clients

Aviva, Bank of America, BP, City & Guilds, EON, EuroFinance, FanTree, General Pharmaceutical Council, Global Personal, HIFX, Honda, HSBC, Humana, Intel, JustGiving, KIA, LexisNexis, London 2012, Medical Research Council, Mini, Network Rail, R13K, Sainsbury's, Schlumberger, Singapore Airlines, Spana, Tassimo, Vitamin Water, Vodafone, Volvo Ocean Race, Western Union.

Agencies

AKA, Binary Vision, Blast Radius, Collective London, Diligent Commerce, EMC Consulting, Engine Partners UK LLP, Fortune Cookie, Higher Ground Creative, LIDA, M&C Saatchi, MRM Worldwide, Profero, Publicis Chemistry, Sapient, Simply Accessible, twentysix London, VML London, VS Company.

Experience Architect and Producer, UKTV Food (January 2002 - July 2004)

Experience Architect/Producer, BBC Worldwide (August – December 2001)

Freelance New Media Consultant (April 2000 – August 2001)

Editor/Producer, handbag.com (September 1999 – April 2000)

Producer, beeb.com (July 1997 – November 1999)

Freelance Web Producer (August 1996 – June 1997)

Freelance Radio Editor/Producer/Reporter (October 1991 – August 1996)

Computer Operator, the University of Surrey (May 1988 – September 1991)

Skills

UX strategy, User research, Information architecture, Interaction design, Content design, Information design, Responsive web design, Mobile app design, Front-end development (HTML/CSS/jQuery), Product management, Presenting, Podcasting and radio production, Hiring for design.

Key software and tools

OmniGraffle, Axure RP, Sketch, GOV.UK Design System, PowerMapper, SurveyMonkey, Optimal Workshop.

Education and training

- Over 65 design-related courses from Cooper, Adaptive Path, Nielsen Norman Group, UIE, Luxr, Steve Krug, Edward Tufte, Stephen Few and many others.
- Certified Usability Analyst (Human Factors International)
- MA in Radio (Broadcasting), Goldsmiths College (University of London)

Speaking engagements

International conferences including SXSW, IxDA Interactions, UX Australia, Big Design (x2), the UX Web Summit, Midwest UX (x2), UX Lx, and UX Poland. Have also presented at local UX across the UK and USA.

Interests

Training my cat Chloe and taking her out for walks; Reviewing UX portfolios and mentoring other UX practitioners; Watching West End musicals; Introducing people to authentic Chinese food; Visiting Hong Kong.