

Jim Rose

Lead UX Designer

Expertise

- Leading UX projects
- User and stakeholder research
- Running UX workshops
- Defining user flows
- Wireframe and prototype building
- Information architecture strategy and design
- Usability testing
- Accessibility audits
- Website UX reviews
- Digital Product Owner
- Working to GDS principles

Sectors

- Travel
- Retail and fashion
- Financial services
- Museums and arts
- Public sector

Portfolio

www.jimrose.net

Contact

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Profile

A highly skilled Lead User Experience designer with over twenty years' experience working with high-profile public and private sector clients. Currently seeking exciting and challenging UX and Digital Product Owner projects on a contract basis.

Recent work includes major projects for *Saga Cruises*, *Saga Holidays*, *The Dune Group*, *Cazenove Capital (Schroders)*, *The Royal Collection*, *Imperial War Museums*, and the *Equalities and Human Rights Commission*.

Proficient at leading and managing the delivery of UX and design projects, undertaking research, running workshops, building prototypes, running usability testing, and liaising with design and development agencies.

Experienced in travel, retail, financial services, museums and public sector, working with all levels of management, with a philosophy of always putting the user first whilst giving value to the business.

Achievements

- Undertook a redesign of the *Saga Cruises* section of the Saga Group website resulting in a succinct and intuitive journey for cruise buyers
- Product Owner for a new website for *Saga Holidays*, responsible for managing and approval of UX and design, in close collaboration with external design and development agencies
- Managed design and UX for the successful redesign of the *Dune London* e-commerce website. Resulted in an easier to use and faster site with improved conversion rates
- Full UX and UI design for a new onboarding project for *Cazenove Capital* to enable clients to complete applications online. This has huge cost, time and efficiency benefits for the business
- UX redesign of the *Royal Collection Trust* collection objects search which resulted in users spending twice as long on collection objects pages and a 125% increase in users viewing more objects

Tools and techniques

- Adobe XD, Sketch, InVision, Adobe Photoshop
- HTML, CSS, Bootstrap

Recent career history

Sep 2022 – May 2023

Digital Design and UX Consultant (contract) – Saga Cruises Ltd

Saga Cruises own and operate luxury ocean and river cruise ships. I was engaged to redesign the cruise website with an aim to drastically improve the delivery of information and improved the usability.

The project followed an analysis, workshop, design, review/test and iterate process across the various page types and functions. This resulted in a complete set of approved and annotated visuals ready for development.

Dec 2020 – Apr 2022

Digital Design and UX Consultant (contract) – Saga Holidays

Management of the UX and design of a new website and booking system catering for complex travel products. Management and planning of design requirements and assets.

Worked closely with designers at VCCP, reviewing designs, and collaborating to explore and agree solutions, and responsibility for final acceptance. Commissioning usability testing and analysing results.

Worked with the external development agency to ensure designs were delivered and built to design specifications.

Nov 2018 – Apr 2020

Digital Design and UX Consultant (contract) – The Dune Group

Responsible for coordinating the UX and design for two major e-commerce websites for this leading shoe and fashion retailer.

Worked closely with an external UX and design agency, and an external development agency, playing a key role in influencing UX and design as the liaison between the agencies and internal departments.

Worked with the development agency to scope functionality and prioritisation of backlog. Project managed the final five months of project.

Dec 2017 – Aug 2018

UX design contract – Cazenove Capital, Schroders Group Ltd

Leading the UX and UI design of an onboarding system for new 'High Net Worth Individual' wealth investment clients.

Feb 2014 – May 2017

Lead UX designer – Deeson

Responsible for UX projects for clients including *The Royal Household (The Royal Collection)*, *Imperial War Museums*, *The Scout Association*, *Equalities and Human Rights Commission*, *ITV*, *National Crime Agency*, *Johnson & Johnson*, *King's College NHS* and the *Royal Meteorological Society*.