



Hi, my name is **Scott Parsons** and I am an **Experience Architect and Service Design** consultant working in London.

// ABOUT ME

I have worked as a lead designer, architect and head of department at many roles in many industries. My experience allows me to understand the roots of a problem and solve it quickly and well. I am experienced with engaging business and product leaders and combining business requirements with customer needs to create superior experiences. I have worked in many aspects of design including mobile, desktop, web, service design, industrial and interaction design. I have had significant experience leading teams and mentoring juniors as they gained proficiency at their roles.

// WORK HISTORY

2015-2016 ◀ **Which? Consumer association**

Which? is a consumer rights, reviews and services family of products. While at which I was the lead on several projects including a complete redesign of the global navigation and IA, redesigning and testing the signup process. Complete redesigns of the Trusted Traders, and Conversations websites. These projects included a mix of Experience strategy, User research, Concepting, and interface definition.

- Lead on research and design projects
- Stakeholder engagement and management
- Business and User experience concepting

2014 ◀ **Rightmove.co.uk**

Rightmove is a real estate listing website. I worked on a project to redesign the research section of their site. This included analysing current content and patterns and designing new areas and then integrating them into the overall property search path. This also required liaising with parallel work streams whose design was impacting the same paths.

Radley Yeldar

Radley Yeldar is a reporting and marketing agency. I worked on a number of online annual reporting projects including structure, design and interaction design for clients such as ARM, Sergio, Provident financial, and more. I also led experience design on several website and process design projects.

LBI

LBI is an international digital agency. I worked on a pitch and digital project for Eon energy, focusing on upgrading and moving customers to smart metering solutions.

2011-2013 ◀ **Publicis Chemistry**

Publicis Chemistry is a full service advertising agency. I worked on a variety of projects including ideation, design and interaction design for clients such as Cooperative bank, EE, Tesco mobile, Scottish & Southern energy, Benecol, Velvet, and more.

Tobias & Tobias

Tobias & Tobias is a digital agency specialising in experience design. I worked on an knowledge management application solution for Deutschbank.

2008-2011 ◀ **Leo Burnett, Blast Radius, Syzygy, EMC/Cochango, HowSplendid, Fortune Cookie UK, Iris digital**

I worked for a number of agencies during this period for clients including Barclays, Deutsche Bank, Morgan stanley, Tesco, Comparethemarket, Shell, Coca cola, VW, EE, Coop bank, Gu, Virgin media, New Look and more.

2003-2008 ◀ **Australia & New Zealand Vertigo Digital, Patts Digital, Fairfax Digital, Different**

I ran the UX design departments at Patts digital, and Fairfax, and then worked at the agency Different.

1999-2002 ◀ **United Kingdom TotallyJewish.com, Compuserve, Pepper's Ghost**

I worked as a front end developer / designer / IA for several companies. Doing work with HTML and Flash,

// CONTACT



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// A BRIEF SNAPSHOT OF WHAT I DO



Experience strategy

Contrasting customer and business needs and combining them to serve both groups positively while discovering opportunities for success



Stakeholder engagement

Analysing business requirements, capabilities, and appetite to devise a strategic roadmap for achieving stakeholder targets and customer goals



Customer paths concepting

Creating site paths, process flows, concept models and simple or complex prototypes to simulate the desired customer experience



Experience storytelling

Using personas, scenarios and journeys to communicate fulfilment and facilitate understanding of customer and business needs



Interface definition

Creating wireframes and prototypes to show desired customer experience design for communication with developers and stakeholders



Test and iterate

Testing designs with actual customers, analytics, and business feedback. Then interpreting the feedback and iterating design accordingly

// SKILLS LIST

Software

Sketch, Zeplin, Invision, Principle, Omnigraffle, Photoshop, Coda, Axure, Omnioutliner,

Languages

(X)HTML, CSS, javascript, AJAX

Other

Information Architecture, Interaction Design, Usability, Accessibility issues, User testing

// EDUCATION

- 1996 Diploma film & TV production (Avalon film & TV school)
- 1995 Certificate film & TV production (South Seas Film school)
- 1990-1994 Bachelor of Arts (Victoria University Wellington)