Hi, my name is **Scott Parsons** and I'm an **Customer Experience** and **Design Leader** working in London.

// ABOUT ME

I have a passion for great design and customer experience, and working in many industries and business types has helped me hone my skills as a Service design leader. I know how to get to the root 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 product design. I have had significant experience leading teams and mentoring juniors as they gained proficiency at their roles.

// WORK HISTORY

2017-2022

British Telecom - *Head of SME Service Design*

BT is a major global telecommunications company. While at *BT* I was the head of the Service Design for the Sales and Provision of SME business products. This role included leading a team of 6-8 Service/UX designers working on new products and CX improvements. Facilitating and performing customer research and design thinking workshops, both in person and remotely. Leading agile teams and working with stakeholders to develop product vision and strategy.

2015-2017

Which? Consumer association - *Lead UX/CX designer*

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, Product design, Concepting, and interface definition.

2011-2014

Rightmove.co.uk - *Senior UX Consultant*

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, designing new areas and integrating them into the overall property search path.

Radley Yeldar - *Senior UX Consultant*

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, Sergo, Provident financial, and more. I also led experience design on several website and process design projects, including a redesign of Fairtrade.org.uk.

LBI - *Senior UX Consultant*

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

Publicis Chemistry - *UX lead*

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 - *Senior UX Consultant*

Tobias & Tobias is a digital agency specialising in experience design. I worked on an Fx trading application solution for Deutsche Bank.

1999-2011

Leo Burnett, Blast Radius, Syzygy, EMC/Cochango, HowSplendid, Fortune Cookie UK, Iris digital, Vertigo Digital, Patts Digital, Fairfax Digital, Different, TotallyJewish.com, Compuserve, Pepper's Ghost

I worked for a number of agencies for clients including Barclays, Morgan stanley, Tesco, Comparethemarket, Shell, Coca cola, VW, EE, Gu, Virgin media, New Look, Telstra, NSW Library, and more.

// CONTACT

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in **Linkedin**
http://www.linkedin.com/in/scottbp

Portfolio & website
http://scottbp.com

// 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

Team leading and Mentoring

Managing and inspiring a team to produce better design and keep focus on delivery that produces great business and customer results.

Experience storytelling

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

Collaborative design

Working with teams and stakeholders to ideate and co-design solutions to customer and business problems and create innovative differentiated solutions through collaboration

Research and iterate

Performing research activities designs with actual customers, analytics, and business feedback. Interpreting customer feedback and iterating design accordingly

// SKILLS LIST

Software
Sketch, Figma, Invision, Principle, Omnigraffle, Photoshop, Coda, Axure, Omnioutliner, Keynote
Languages
(X)HTML, CSS, javascript, AJAX
Other
Information Architecture, Interaction Design, Usability, Accessibility issues, User testing, Agile, Lean UX

// 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)