



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

// ABOUT ME

My career trajectory has taken me to many industries and business types working as a lead designer, architect and head of department. This experience has allowed me to understand the roots of a problem, 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

- 2017-2021** **British Telecom**
BT is a major global telecommunications company. While at *BT* I was the head of the CX Design for the Sales and Provision of SME business products. This role included leading a team of CX 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**
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**
 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
 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, including a redesign of Fairtrade.org.uk.

LBI
 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
 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 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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// 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 an 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, I
- 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)