

ANDY GREENWOOD

UX DESIGNER/RESEARCHER

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KEY COMPETENCIES

- User Research & Testing (on-site and remote, behavioural and attitudinal techniques)
- Customer-facing requirements gathering
- Customer journey mapping
- Information architecture
- Wireframing & prototyping
- Conversion optimisation
- Product management
- Mentorship

SOFTWARE PROFICIENCIES

- Axure
- Sketch
- Adobe Photoshop

EDUCATION

BSc (hons) Business Information Systems

Liverpool John Moores University

2000-2004

SUMMARY

Since 2004, I have worked in User Experience Research & Design roles, understanding customer behaviour, defining information architecture, and creating and improving customer experience for many different clients

I've worked for and with large digital agencies where I've lead teams, mentored junior staff and serviced blue chip clients, and have also worked extensively as a freelancer, consulting and coaching young startups through their initial product development phases.

I'm an expert in understanding business objectives, empathising with the needs of the customer and translating this into highly usable and successful products.

RECENT ACHIEVEMENTS

- Ongoing conversion optimisation from UX research and design iterations taking Canadian ecommerce startup, Venzee, from infancy, through Series A and on to launch on the Toronto Stock Exchange
- 25% increase in online ticket sales in the first year following UX research and design for Edinburgh Zoo
- 37% increase in online conversions following UX design of website and checkout process for Liverpool Football Club online store
- 50%+ increase in online mobile conversions following UX design for Bloomsbury Publishing
- Led innovative startup Vee-Loop through research and design iterations to launch

WORK HISTORY

Freelance

2014 - Present

UX Consultant

Main tasks include planning and facilitating qualitative and quantitative research, customer journey mapping, wireframing and prototyping for a wide range of clients. On many projects, responsibilities extend to include product management, creating user stories and consulting during design and development sprints.

Venzee

2015 - 2017

Head of User Experience

Long term remote contract working across research, design and product management for a young, remote startup. Established an internal UX process and through regular sprint iterations continuously reduced cognitive load, and simplified user experience as the number of recurring users grew, taking the company through Series A investment to stock market flotation.

Rippleffect

2011 - 2014

Head of User Experience

Heading up the User Experience department at a top 100 UK agency, responsible for customer research (on-site and remote), stakeholder engagement and user experience design. Management and mentoring of the UX team and regularly contributing towards pitch work for six-figure contracts.

Freelance

2007 - 2011

UX Designer

Working primarily with large UK organisations such as British Telecom and Ernst & Young on business to consumer and business to business solutions. Focus on requirements-gathering, user flows, information architecture, wireframing and prototyping.

Amaze

2004 - 2006

Information Architect

Working for a leading web solutions agency with a focus on promoting the benefits of Information Architecture before we'd witnessed the explosion of UX services. Ensured new products were designed with the needs of the user in mind for clients including blue chip companies, governmental services and local councils.