



ANDY GREENWOOD

UX DESIGNER & RESEARCHER



PROFILE

Over 15 years experience as a client facing user experience professional, working across design and research disciplines.

Dedicated to uncovering the importance of extracting user pain-points through research and designing research-led experiences.

Comfortable working directly client side or as part of an agency team with equal experience working on-site and remotely.

CONTACT

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Personal Portfolio

www.andygreenwoodux.com

Client Facing Website

www.improveyux.com

LinkedIn

linkedin.com/in/andygreenwood2009

EXPERIENCE

2014 - PRES.

User Experience Consultant

Freelance

Working directly clientside or on behalf of established agencies, providing user research and UX design leadership services. Client facing roles planning and executing research projects, mentoring junior resources, mapping, prototyping, testing and monitoring products.

CLIENTS

Elsevier

Re-design of a user interface for analysing feedback in the publication workflow, enabling the thousands of users involved in publication of tens of thousands of journals to review performance.

THEA Health

Helping a US based healthcare startup research their environment and design a customer friendly user experience for the application and B2B marketing website.

Classlist

Running user research and design sprints for multiple projects, implementing improvements to the user experience from a busy roadmap of features.

Bloomsbury Publishing

A mobile specific project, re-designing the user experience for the mobile e-Commerce application and website.

Bloomsbury reported a conversion increase of 100%+ following the launch.

2011 - 2014

Head of User Experience

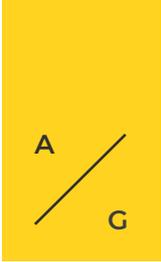
Rippleffect Studio, Liverpool, UK

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.

CLIENTS

Edinburgh Zoo

Leading an on-site research and design project for website and app to help improve the planning, visit and after-visit experience. Resulted in a 25% increase in online ticket sales and improved engagement and return visits.



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SKILL-SET

User Research

Planning, facilitation and reporting on:

- Ethnographic studies
- On-site group sessions
- Remote one to one interviews
- Card-sorting & Treejacking

Audits

- Best practice reviews
- Analytics analysis
- Heuristic analysis

User Journey Design

- Task analysis
- User journey mapping (workshops and deliverables)
- Workflow design

UX Design & Testing

- Requirements gathering
- Information architecture
- Wireframing
- Prototyping
- User testing setup and facilitation

Preferred Tools

- Axure RP
- Sketch
- Invision

EXPERIENCE CONTINUED

Liverpool Football Club

Working on the official club store, running user research sessions and creating a new user experience based on pain-points, with specific focus on the checkout process. resulting in a 37% increase in online conversions.

Fruit of the Loom

Leading a Worldwide research project with internal stakeholders from various points in the workflow. Creating prototypes for potential tools aimed at solving user pain-

2007 - 2011

UX Designer

Freelance

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, userflows, information architecture, wireframing and prototyping.

2004-2007

Information Architect

Amaze, London/Liverpool

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.

EDUCATION

2000-2004

BSc Business Information Systems

Liverpool John Moores University

HOBBY AND INTERESTS



Travelling

Long-standing interest in travel, having taken three extended periods backpacking, the last being in 2014. Since then I've been lucky enough to combine remote working with travel opportunities.



Financial Trading

I have a strong interest in the workings of stock exchanges and enjoy identifying new listings with potential, specifically those with a strong environmental message.