

Barry Briggs

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Objective

To be part of a team creating world-class websites which are engaging, inspirational, market leading, and standards defining. To use my application design experience and industry knowledge to ensure simplicity of design and application usability are integral.

Tools

Axure RP Pro, Visio, Omni Graffle, Powerpoint, Word, Excel, Morae, Silverback, Camtasia, iShowU

Experience

User Experience Architect, Code Computerlove, Manchester UK **May 2008 – Present**

Principle User Experience Architect at Code Computerlove, a digital marketing agency with a large selection of multi-national clients in a range of sectors and services, across the UK and Europe. I was brought in to Code to help introduce a user-centered design approach into their project methodology, and to help formalize the User Experience discipline within the company. I have worked on a wide range of award-winning and industry-leading client sites, both transactional and non-transactional. During this time I have utilized all aspects of the User Experience discipline while working closely with clients, internal account management teams, creative and development staff and key user groups.

Key responsibilities:

- User experience
- Information architecture
- User-centered design

Key skills:

- Competitor analysis
- Expert reviews
- Personas
- Scenarios
- Card sorting
- Sitemaps
- User journeys & application workflows
- Wire-framing & prototyping
- Interaction design
- Usability testing

Clients include:

- The Car People
- Beaverbrooks
- Chester Zoo
- Matalan
- London 2012 (Olympic Games)
- HMV
- Busch Entertainment
- PZ Cussons (Original Source)
- Media City UK
- Arcadia Group (Top Shop, Burtons, etc)
- Müller Dairies
- Brother UK
- Parasol
- First TransPennine Express
- National Union of Students (NUS)
- Crown paints
- Hed Kandi
- The Co-operative Group (Co-op)
- Butlins
- Kimberly Clark (Huggies, Dry Nites, etc)
- Money Supermarket

User Interface Architect, William Hill, Leeds UK**October 2005 – May 2007**

Principle User Interface Architect for market-leading online betting company, responsibilities included governance over the user experience for all public and back office interfaces across a range of channels and platforms, implementing a user-centered design process, defining information architecture, technical specifications, usability, accessibility, design & planning, integration with 3rd party payment and data caching systems, RSS data & multimedia feeds.

Key responsibilities:

- User-Centered Design
- Usability
- Defining UI Standards
- Information Architecture
- Technology Evaluation & Selection

Web Developer, William Hill, Leeds UK**June 2001 – October 2005**

Lead developer for market-leading online betting company, responsibilities included defining technical specifications, design & planning and governance over all public-facing areas of the company's online betting website and integration with other channels such as Poker, Casino and Bingo. Technologies used include ASP, XML/XSL and Visual Basic.

Web Developer, Pilot Interactive, Leeds UK**March 2000 – May 2001**

Whilst at Pilot I developed a number of high profile, nationally promoted websites for multinational corporations and household brands. I also assisted in several infrastructure-based projects such as a migration of the email system onto Microsoft Exchange Server. Websites I worked on included the Disney Channel, BBC, Nestlé and Nestlé Rowntrees, HSBC and Codemasters. Technologies used include PHP, ASP and Perl.

Web Developer, FLG21, Leeds UK**August 1998 – March 2000**

I joined FLG21 as a Junior Web Developer and refined my self-taught skills to an industrial standard, building a variety of both static and dynamic database-driven client websites using layered Photoshop and Illustrator documents as reference. During this time I became aware of W3C Standards, User Interface theories and coding "best practices". Websites I worked on included EMAP publishing, Slazenger, Ferrari, Slush Puppy and Clifford Chance. Technologies used include ASP and Perl.

Education**HND Software Engineering, Sheffield Hallam University, Sheffield UK****1995 – 1998**