



SIMON DOGGETT

PROFILE

Simon is a twenty eight year old **User Experience Designer** with four and a half years experience working for one of the UK's most successful online brands, JustGiving. He is now agency-side at The Team (part of the Loewy group), a multi-award winning creative communications agency.

He has a measurable record of designing compelling and user-friendly experiences for client and agency-side. His focus is clear, logical information architecture with elegant interaction design that serves the functional and emotional needs and expectations of the end user.

EXPERIENCE

EXPERIENCE ARCHITECT

The Team, London

October 2009 - present

Freelance Experience Architect for The Team, a top 5 UK communications agency. Produced detailed thinking, specifications and wireframes for one of their biggest clients, Becta, the UK Government's technology in education agency.

USER EXPERIENCE DESIGNER

JustGiving, London

2007-2009

Produced design strategy, paper and digital prototypes and wireframes for the v3.0 release of the JustGiving platform. Implemented a new visual identity into a sensible and scalable UI pattern library. Managed a team of two developers and a front-end designer in a scrum team. Worked to tight deadlines, tested and signed off the final user interface for release deadlines.

USER CHAMPION / COMMUNITY MANAGER

JustGiving, London

2006-2008

Identified the business opportunity and created the Consumer Team to drive a new focus on users after identifying the brand building possibilities of the social web. Grassroots community management: email marketing, content planning and copywriting, blogging, video production, social media strategy and delivery.

ACCOUNT MANAGER / SALES

JustGiving, London

2005-2006

B2B role selling JustGiving subscriptions and premium services to major UK charities and managing corporate partnerships.

SKILLS

- **Strategy:** linking business and user experience strategy, product scope, product definition.
- **Research:** usability testing, interviews, surveys, personas, user motivation and empathy.
- **Information Architecture:** content audits, site maps, user flows, wireframes.
- **Interaction Design:** Ideation, fixing legacy and broken products, rapid prototyping, deliverable prototyping, user acceptance testing.
- **Methodologies:** Agile user-centred design, waterfall.
- **Management:** process improvement, innovation, buzz monitoring, team leadership, business strategy
- **Technical:** OmniGraffle Pro, Visio, Axure, Balsamiq, Adobe Photoshop, Illustrator, Fireworks, Flash Catalyst, Final Cut Express, TechSmith Morae, Basic HTML/CSS, WordPress.

EDUCATION

King's College, University of London - BA (Hons) French 2:2

2000 - 2004

Berkhamsted Collegiate School - 3 A-levels (French, Geography, English literature)

1991 - 1999