

Tim Minor

Introduction

Over eighteen years user web design, front-end development and user experience experience, full-time in agency and client-side and freelance and contract roles, focusing on user experience, usability and accessibility.

Tim has been providing usable, cross-sector solutions to a range of large clients within scope, budget and schedule. Able to manage multiple project demands and learn new techniques rapidly. Interested in delivering expert advice on usability, accessibility, information architecture and user research.

Professional Summary

- Detailed understanding of usability, accessibility, content management and e-commerce
- Responsible for the production of a range of key deliverables, from wireframes to concepts and from personas to HTML/CSS
- Experienced in running a variety of workshops (stakeholder, sketching, design reviews, empathy maps, user journeys and more)
- Highly organised and able to manage multiple projects in order to deliver, despite conflicting deadlines and strict time-scales
- Motivated, enthusiastic and flexible
- Experienced in identifying user requirements and proposing effective solutions
- Effective communication skills; comfortable presenting to clients at all levels, including in bid presentations
- Practical experience of managing staff and projects
- Psychology graduate with knowledge of lab-based usability studies, ethnographic studies, research methods and statistics

Technical Summary

- Design: Sketch
- Prototyping: HTML/CSS, Axure, InVision, Marvel, Pixate
- Wireframing and IA: Omnigraffle, Axure
- HTML and CSS

Employment

Freelance and Contract

Apr 2014 – Present

UX Designer

EDF Energy BlueLab (6 months)

Whilst at EDF Energy BlueLab I was Lead UX on a Proof of Concept (PoC) project aimed at the home energy consumer. The PoC projects were composed of small Agile teams, I was the Lead User Experience Designer. A few of the things I was doing: competitor reviews, early discovery interviews, stakeholder workshops, sketching workshops, in-depth Axure and InVision prototype creation, UI design, User reviews, testing and design iteration.

Virgin Holidays (9 months)

Whilst at Virgin Holidays I've worked on two major projects (Manage My Booking and Multi-Destination holidays). The former mainly involved prototype creation, user testing and iteration. On the latter I was the lead UX designer, running stakeholder and user journey mapping workshops, sketching and prototype creation all the way through to final delivery and go-live. Whilst at Virgin Holidays I had the pleasure of working with Clearleft.

Post Office (at The Unit, 3 months)

Lead UX designer tasked with improving the user experience, increasing uptake of product and delivering future enhancement recommendations for two of the Post Office's financial products; credit cards and savings accounts.

Firefly Learning (3 months)

Working for Firefly on their Virtual Learning Environment (VLE), I ran: user reviews, persona development, user journey workshops, user story creation, screen flow diagrams, sketching workshops, UI documentation and created an Axure RP prototype with mobile app and web views for user testing.

BigHand, the Post Office, PwC (at USIO, 9 months)

Whilst at USIO, I was the lead UX consultant, working on a variety of client engagements, most notably with BigHand (dictation software), the Post Office and PwC. Projects mostly involved reviewing existing services, the creation of in-depth prototypes and user testing.

Propellernet Ltd

Feb 2013 – April 2014

UX & Conversion Consultant

Website audits, heuristic evaluation, UI design improvements, validated through usability, A/B split and multivariate tests to optimise and improve online processes.

Main clients: Waitrose, Kiddicare, Sportshoes, Mark Warner among others

TUI Travel Plc

Apr 2011 – Dec 2012

UX Designer

Responsible for increasing conversion rates through enhancing the customer experience. Creating UI design improvements validated through usability tests, A/B split and multivariate tests. *Main clients: Exodus, The Adventure Company, Quark Adventures, Headwater, Le Boat, Sunsail, The Moorings*

Aardvark Media Ltd (now nudgocrm.com)

Apr 2005 – April 2011

Creative Director

Capgemini

Sept 1997 – Dec 2001

Technical Consultant

Education

1993 – 1996

University of Westminster, London

BSc (Hons) Psychological Sciences – Upper Second Class

1991 – 1993

Guildford College, Guildford

A Levels – Biology, Chemistry and Psychology