



JESSICA LOVEGOOD

Lead User Experience Designer

Milton Keynes

INFO

+447527637691

hello@jessicalovegood.co.uk

jessicalovegood.co.uk

SKILLS

Design/UX

UI design
Prototyping
Information architecture
A/B testing/metrics
Sketching/wireframing
High fidelity designs
Storyboarding

Research

User research/testing/interviews
Market research
Competitive analysis
Idea validation
Requirements gathering
Personas

Development

HTML/CSS/JS
Wordpress and other CMS

Leadership

Speaking/presentations
Teaching/mentoring
Coaching/development
Management and administration

REFERENCES

Axel Segebrecht
Head of digital
axel@segebrecht.com

Anthony Faconti
Head of design
afaconti@gmail.com

INTRODUCTION

I have 7 years' professional experience in the digital and creative world in various industries. Working in Milton Keynes and the surrounding areas, all the way to Amsterdam, I have designed and developed user experiences for universities, growing businesses and charities. I believe that everyone can and should have an outstanding experience when using technology and that user experience is everywhere, it's just not always great. I'm a problem solver at heart and I care about exciting technology and well-crafted design but at the centre of all my projects, are our users.

EXPERIENCE

BARCLAYS | SENIOR USER EXPERIENCE DESIGNER | Oct 2018 - Present

Multiple projects both on personal (B2C) and business (B2B) sides of the bank. Providing discovery work, user flows, mockups, wireframes and other assets to ensure a great customer experience in complex scenarios. Leading initiatives and quality in the wider design team such as setting up design processes and best practice.

Working in the 'payments' space supporting the onboarding and servicing of Barclays Merchants, helping internal employees to manage their work at varying degrees of responsibility and ownership, and the personal customers, delivering a concept for the ability to manage your loans in the Barclays App.

BOOKING.COM | USER EXPERIENCE DESIGNER & TEAM LEAD | Jul 2017 - Oct 2018

Worked in the accessibility team initially before rotating to an Employee Experience team.

With the help of a fantastic product owner and development lead, we turned this humble team into 8 different teams focussed on the employee experience across Booking.com. I was Team Lead for the performance management team within these 8 teams, as well as designer for our product.

My core team was 'Performance Management' within Employee Experience. We researched, designed, and build a new way to do continuous performance management throughout the year.

The accessibility team was my starter team when I joined the company. I worked on fixing and testing accessibility issues as well as helping to educate other design pockets on accessibility through education and initiatives.

FREELANCE AND CONTRACT | UX CONSULTANT | Jan 2013 - Dec 2018

- **Richmond University:** large scale improvements to their digital experience, beginning with market research and validation, information architecture and content re-writes including wireframing/sketching new pages, email template improvements, SEO, analytics, accessibility and training for the team.
- **Cranfield University:** usability testing and QA for the new website. Designed and produced user experience testing documents, including participant handouts, forms and declarations. This also included testing scripts for the interviews.
- **Manning publications:** UX reviews for current UIs/websites and designs for a brand new interface for liveVideo (a video course platform for developers). I also did the UX and design for a weather app that one of the authors uses to teach his course. All projects involve user research, followed by wire-framing and designs and then re-testing deliveries.

IPCORTEX | USER EXPERIENCE DESIGNER | Jan 2016 - Sept 2016

- Re-designed an existing communications app to optimise for mobile and desktops
- UX and visuals for a new product for two-way live chat between customers and operations agents
- Introduced the team to UX design processes as the first UX designer in the company

NORTHAMPTON UNIVERSITY | UX DESIGNER | Oct 2013 - Jul 2015

Large scale digital re-design to take one large website with mixed content for mixed audiences into 3 platforms, created uniquely for each audience. This re-framed the main marketing website, created a internal student portal, and an intranet for staff that focussed on delivering digital content and features to meet their needs.

SPEAKING

- **Ladies that UX:** I spoke at Ladies that UX in London about how UX thinking can help improve your lives and the lives of those around you.
- **MK Geek Night:** how to use UX thinking to improve your code, development processes and ultimately, your life.
- **Booking annual meeting:** I spoke about empathy and inclusion in design.
- **Empathy Day:** I spoke about accessibility and inclusion.
- **UXify Bulgaria:** This talk was on Employee Experience and how designing for employees is different to other users.
- **UX Conf London:** I spoke about how to make money with user experience

INTERESTS

Tech for good Food, fitness
Music **Physics, and space**
Magic, puzzles and cardistry
Role playing games
Superheroes
Puzzle-solving

For more information on any of these projects and to see more, please view my website - jessicalovegood.co.uk