

Jack Josephy

MSc, B.A. (Hons)

User Experience Designer | Conversion Optimiser | Web Developer

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SUMMARY PROFILE

- A passionate **User Experience Designer** with interests and specialist skills in: **Information Architecture, Interaction Design (IxD), Visual Design, User Research, Usability Testing, Front End Development** and **Conversion Rate Optimisation**.
- **Proven commercial experience increasing conversion rates through UX techniques** on e-commerce websites for a leading UK brand - www.posturite.co.uk and www.medirite.co.uk
- **MSc in Human Computer Interaction (HCI)**: academic background in User Centred Design & Evaluation, web standards and client/team based projects.

SKILLS

USER EXPERIENCE DESIGN (UX)

- **Requirements elicitation** and **benchmarking**.
- **Usability Heuristic Evaluation**.
- **User Research** - remote & live usability testing, surveys, interviewing, ethnography.
- **User Profiling** - scenarios, personas, visitor task roles.
- **Information Architecture** – task analysis, taxonomies, site mapping, content mapping, wireframes, open & closed card sorting.
- **Interaction Design** – use cases, user flows, HTML/CSS/JS prototypes.
- **UX tools**: Axure Pro, MS Visio, Pidoco, Survey Monkey.
- Application of **Cognitive Psychology** principles to design.

VISUAL DESIGN

- Good understanding of **graphic design** - grid based layouts, typography, colour theory.
- Ability to produce **professional design templates** and web design elements.
- Adobe CS Tools - **Photoshop & Illustrator**.

CONVERSION RATE OPTIMISATION

- Proven experience **increasing conversion rate** on major online shopping websites.
- **Google Analytics** - strong ability to use metrics to benchmark and draw actionable insight.
- Experience of planning and running **A/B and multivariate testing** with Google Website Optimiser and Visual Website Optimiser.

FRONT END WEB DEVELOPMENT

- Excellent cross browser **XHTML & CSS** Skills, with working knowledge of **HTML5/CSS3**.
- Good **Javascript** skills using **jQuery**.
- Excellent knowledge of e-commerce framework **Magento**.

- Solid understanding of web and **accessibility** (WCAG) standards.

OTHER SKILLS & EXPERIENCES

- Managing large **e-commerce optimisation projects**.
- Improving search ranks through link building and on page **SEO**.
- **Social media** technology interest and experience.
- Working with **Content Management Systems** (Magento and Wordpress).
- Basic grasp of server side technologies (**PHP/MySQL**) and programming principles.
- Understanding of **waterfall** and **agile** development approaches (preference to agile).
- Ability to work and communicate with both **technical and non-technical people**.
- Excellent written and presentation skills.
- Excellent organisational skills and attention to detail.

EDUCATION

- **MSc. Human Centred Computer Systems: Merit** [University of Sussex 2009].
- **B.A. (Hons) Philosophy and Cognitive Science: 2.1** [University of Sussex 2008].
- **A-level's: 1 A, 2 Bs** [King Edwards, Bath, 2004].
- **GCSE's: 8 As, 1 B** [King Edwards, Bath, 2002].

TRAINING

- **Advanced public speaking training course** [London 2012]
- **HTML5 training course** [Clearleft 2011].
- **Javascript & jQuery training course** [Silicon Beach 2011].
- **CMI Level 5 Management and Leadership** [Liverpool 2011].
- **Search Engine Optimisation training course** [Leapfrog 2010].

EMPLOYMENT HISTORY

- **User Experience Designer** - Posturite Ltd [April 2010 - Present]
 - Managing and running e-commerce UX/conversion optimisation projects.
- **Web Designer and Developer** - TGSi [March 2010 - April 2010].
- **Web Freelancer** - Various Projects [September 2009 - Present].
- **User Experience Researcher** - Canonical/Ubuntu & Uni of Sussex [April 2009 - August 2009].
 - 4 month UX research project into the open source operating system Ubuntu.
- **Catering Industry** - Various Organisations [2003-2008].

ABOUT MYSELF

I am a passionate UX professional who is well organised and self-motivated. I work best when challenged, either independently or collaboratively. I take great pride in my work and am always looking for self development. My interests include my active social life, skiing, cooking and following technology news, particularly web technologies, design and UX.