

Ian Fenn

Senior Information Architect/ Certified Usability Analyst

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An award-winning veteran UX specialist with a solid reputation for consistently exceeding project targets through intelligent and thoughtful interaction design. Has received design training from Adaptive Path, Cooper U, UIE (Jared Spool), and Nielsen Norman Group. One of few UK-based usability analysts certified by Human Factors International.

AREAS OF EXPERTISE

- Analytical problem solving supported by professional experience, available research, and recognised best practice.
- Recognising patterns and connections to create organised, straightforward systems.
- Delivering wireframes, UI specs, site maps, personas, prototypes, user flows and other documentation.
- Copywriting and editorial development (former journalist and professional writer).
- Executing expert reviews, web accessibility audits, user research, usability testing, and card sorts.
- Evangelising and presenting the benefits of a user-centric approach to design.
- Online strategy and management of the full product life cycle.
- Social media consulting and online community development.

PROFESSIONAL EXPERIENCE

Freelance Experience Consultant, Chopstix Media Ltd (August 1997 – present)

Senior Information Architect, Aviva (October 2009 – January 2010)
Interaction design for an innovative online insurance product. [Ecommerce]

Senior Information Architect, Sapient (August – October 2009)
Promotion strategy and interaction design for the Singapore Airlines website. [Ecommerce]

Senior Information Architect, Virgin Media (November 2008 – August 2009)
Concept work for Virgin Media's 'world first' unlimited music download service. User research and interaction design for internal (call centre) and external (customer-facing) web applications. [Intranet/Consumer]

Senior Information Architect, MRM Worldwide (October – November 2008)
Usability reviews, research and UX strategy for Intel. [Business]

Senior Information Architect, Profero (August – October 2008)
Usability reviews, requirements gathering, wireframe and site map creation for three key client projects: high-profile websites for UK central government and an international finance business. [Business/Central Government]

Senior Information Architect, Enable Interactive (May – August 2008)
Client-facing role advising on content strategy, information architecture and interaction design. Key project: The redevelopment of Ireland's leading charity website. [Charity - Agile project]

Senior User Experience Consultant, Conchango (July 2008)
Client-facing role advising on content strategy, information architecture and interaction design. Key project: Redevelopment of a major country portal. [Consumer]

Senior Information Architect, twentysix London (June – July 2008)
Client-facing role advising on content strategy, IA and interaction design for Volvo Ocean Race. [Consumer]

Human Factors Engineer/Senior Information Architect, LexisNexis Group (January – April 2008)
Lead user advocate responsible for interaction design, page-level content organisation, navigation, and prototypes of all LexisNexis legal web apps including Butterworths. [Business – inc. Agile projects]

Experience Architect and Producer, BT plc (July 2004 – August 2007)
Responsible for requirements gathering, user experience/product strategy, functional specifications, content requirements, interaction design, information architecture, interface design, navigation design, information design, standards-based mark-up, and accessibility audits for BT Broadband Office, one of the UK's largest SME websites.

- In partnership with **Microsoft**, specified and introduced a much-simplified user interface for BT's complex self-care area: essentially a collection of complex web-based applications.
- Devised and launched BT's first customer-facing blog and advised on the content of BT's company-wide blogger charter.
- Devised and prototyped a social networking service for SME business owners.
 - **Reduced operating costs, doubled customer usage, quadrupled sales revenue.**
- Led BT Business's adoption of web standards and accessible user interfaces.
- Mentored and advised members of the BT Business site team regarding the usability and accessibility of ecommerce user journeys.
- Supervised and provided analysis of focus groups and usability testing.
- Completed expert reviews and accessibility audits on a number of BT websites and applications.
 - **Work and achievements recognised internally with formal 'Recognition' awards three times. Service contract renewed ten times.**

Experience Architect and Producer, UKTV Food (January 2002 - July 2004)

Devised and launched the UKTV Food website, transforming a niche television channel into a truly interactive proposition.

- Responsible for requirements gathering, user experience/content strategy, functional specifications, content requirements, interaction design, information architecture, interface design, navigation design, information design, project and team leadership. Also carried out usability testing.
 - Nielsen//NetRatings revealed UKTV Food was the most popular food website in terms of visits and minutes of use per person (2003 Q1).
 - Hitwise placed UKTV Food among the top ten Food and Drink websites, naming it the UK's most popular commercial cookery website by visits (May 2004).
- Defined editorial requirements and recruited freelance editorial staff.
 - Built an efficient editorial process that, coupled with a metadata-rich information architecture, permitted the editing and publishing of 300 recipes every month.

Experience Architect/Producer, BBC Worldwide (August – December 2001)

Freelance New Media Consultant (April 2000 – August 2001)

Editor/Producer (Property and finance), handbag.com (September 1999 – April 2000)

Producer (including Experience Design), beeb.com (July 1997 – November 1999)

Freelance Web Producer (August 1996 – June 1997)

Freelance Radio Editor/Producer/Reporter (October 1991 – August 1996)

Computer Operator, University of Surrey (May 1988 – September 1991)

ACHIEVEMENTS

- UKTV Food: named 'Best Online Community Site' in the Broadcast Digital Channel Awards
- Ghostwatch Live: short-listed for the 2001 'e-rose' at the Rose D'Or TV festival
- Chopstix: highly commended in the 1999 Yell UK Web Awards

EDUCATION AND TRAINING

- Degree: MA in Radio (Broadcasting), Goldsmiths College (University of London)
- Certified Usability Analyst (Human Factors International)
- 1 "A" Level, 3 "O" Levels, 1 GCSE, 1 CSE,
- NVQ Professional Chinese Cookery, Westminster Kingsway College
- Has received training from CooperU, Adaptive Path, User Interface Engineering (Jared Spool), Nielsen Norman Group (Donald Norman, Bruce "Tog" Tognazzini, Jakob Nielsen), Steve Krug, Paul Eckman Group and others.

PROFESSIONAL MEMBERSHIPS

- Usability Professionals' Association (UPA)
- Information Architecture Institute
- ACM's Special Interest Group on Computer-Human Interaction (SIGCHI).
- Interaction (The British HCI Group)
- Information Design Association
- ASIS Special Interest Group on Information Architecture (SIGIA)
- Society for Technical Communication Usability and User Experience (STCUSESIG)
- Radio Academy
- Psycrats: British Society of Mystery Entertainers

INTERESTS

Introducing people to authentic Chinese food, cooking in a professional Chinese kitchen, enjoying the staff meal, food writing and photography, travelling, computer-assisted conjuring, cold reading, and 'La Maison Du Chocolat'.