

Ian Fenn

User Experience Consultant
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An award-winning lead UX consultant with 19 years of experience in user-centred design for desktop, tablet and native mobile. Industry experience covers government, telecommunications, financial services, energy, charity, non-profit, retail, intranet and consumer products. Project durations have varied from two days to three years.

SKILLS

- Online strategy and management of the full product life cycle, including agile, lean and waterfall.
- Analytical problem solving supported by professional experience, research, and recognised best practice.
- Recognising patterns and connections to create straightforward systems for desktop and mobile.
- Conducting expert reviews, web accessibility audits, user research, usability testing, and card sorts.
- Information Design, copywriting and editorial development (former journalist and professional writer).
- Communicating effectively with sketches, wireframes, UI specs, site maps, prototypes, user flows and other documentation. Key tools: Axure and OmniGraffle. [Co-founder of the Axure RP design library AXLIB.]
- Mentoring, evangelising and presenting the benefits of a user-centric approach to design.
- Knowledge of most hardware/software platforms and ability to rapidly learn about others.
- Front-end development including HTML, CSS, JavaScript, PHP and Perl.

EMPLOYMENT HISTORY

Owner and UX Director, Chopstix Media Limited (July 2004 - present)

Working as an independent consultant, I act as an integral part of a project team or as a UX coach, mentoring clients and advising on best practice. Over the past decade I have successfully completed more than 60 projects.

Clients: Age UK, Aviva, Bank of America, BP, BT, Burberry, City & Guilds, EON, FanTree, General Pharmaceutical Council, Global Personal, HIFX, Honda, HSBC, Humana, Intel, JustGiving, KIA, LexisNexis, London 2012, Medical Research Council, Mini, Network Rail, Reallyenglish, R3K, Sainsbury's, Schlumberger, Singapore Airlines, Snupps, Spana, Tassimo, Virgin Media, Vitamin Water, Vodafone, Volvo Ocean Race, Western Union.

Agencies: aka London, Binary Vision, Blast Radius, Collective London, Conran Design Group, Dachis Group, Diligent Commerce, EMC Consulting, Enable Interactive, Engine Partners UK LLP, Fortune Cookie, Higher Ground Creative, LIDA, M&C Saatchi, MRM Worldwide, Profero, Publicis Chemistry, Sapient, Simply Accessible, twentysix London, VML London, VS Company, We are Friday.

- **Snupps (Personal inventory app for iPhone, iPad and web)** — Acting as UX director, optimised this startup's production process by encouraging collaboration and interpersonal communication instead of needless paper-based communication. Sketching, pair designing and working directly with developers improved decision-making and reduced development time. Actively mentored the company's two in-house interface designers, encouraging them to lead aspects of design, allowing me to focus on UX strategy. Six months after launch, App Store ratings stabilized at 5/5.
- **Reallyenglish (Language eLearning app)** — Mentoring an in-house UX colleague, led the introduction of an improved design process that was based not on a specific methodology but on the immediate skills of the in-house team. Audited the company's existing product range and devised a library of interaction patterns that could be used to build future products simply and quickly. The first iPhone/Android app based on this framework launched in June 2014. Subsequent corporate sales have exceeded expectations.
- **Schlumberger (the world's largest oilfield services company)** — Working alongside social media marketing pioneers Dachis Group, co-hosted a number of participatory design workshops with Schlumberger staff. Created design wireframes based on the output from these sessions that would ultimately serve as the application blueprint.
- **Burberry** — Renowned British agency Conran Design Group gave me a challenging time frame for a redesign of the corporate website of Burberry – just two weeks. Produced a content audit, site map and prototype

where every design decision was supported by research-based rationale. Burberry described the resulting website as “both sector and FTSE leading”.

- **BP** — Redesign of OneBP, their corporate intranet serving almost 80,000 employees worldwide. Interviewed key staff representatives from across the world using GoToMeeting and summarised key findings to senior stakeholders. Produced a design that directly addressed the internal communication issues that interview participants had raised. Following launch, staff engagement and use of the Intranet increased significantly.
- **Virgin Media Inc.** — Redesigned an internal application to support several thousand call centre staff based throughout the world. Gathered requirements from stakeholders, then observed call centre agents in situ to understand how the application needed to support them. After summarising the results back to stakeholders, produced a prototype application that was further reviewed and refined during several stakeholder workshops. Retention agents, using this web application, reduced customer churn against market expectations to 1.2% in the final quarter of 2009.
- **Concern Worldwide (Ireland’s largest aid and humanitarian agency)** — Reviewed user research conducted by IQ Content and undertook a content inventory of the existing website. Presented design recommendations to Concern, which were unanimously accepted. Working agile with agency partner Enable Interactive, produced an interactive prototype that formed the basis of development. Following the site re-launch, donations, site visits and other key metrics exceeded project targets.
- **BT** — 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.
 - Designed, in partnership with Microsoft, a much-simplified user interface for BT’s complex self-care area.
 - 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.
 - Led BT Business’s adoption of web standards and accessible user interfaces.
 - Mentored and advised BT Business staff on 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.
 - **Reduced operating costs, doubled customer usage, quadrupled sales revenue.**

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

Devised and launched the UKTV Food website, transforming a niche TV channel into a 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 an object-orientated 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 Journalist/Radio Editor/Producer/Reporter (October 1991 – August 1996)

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

EDUCATION AND TRAINING

- MA in Radio (Broadcasting), Goldsmiths College (University of London)
- Over 60 design-related courses from Cooper, Adaptive Path, Nielsen Norman Group, UIE, Luxr, Steve Krug, Edward Tufte, Stephen Few and many others.
- Certified Usability Analyst (Human Factors International)
- 1 "A" Level, 3 "O" Levels, 1 GCSE, 1 CSE, NVQ Professional Chinese Cookery



SPEAKING ENGAGEMENTS

International conferences since 2012 include SXSW, IxDA Interactions, UX Australia, Big Design (x2), the UX Web Summit, Midwest UX (x2), UX Lx, and UX Poland. Has also presented for General Assembly London, and at Interact, UX Oxford, UX Scotland, Cambridge Usability Group, UX Cambridge (x2), Bristol Usability Group, and UX Bristol.

PUBLICATION

Currently writing 'Designing your portfolio' for O'Reilly Media, the respected American media company famed for book covers that feature woodcuts of animals.

CLIENT REFERENCES

Sampled from <http://www.linkedin.com/in/ifenn>

"Ian's extensive experience and top-level design skills were a huge asset to us. He streamlined the design process and produced excellent work. Always open to challenge and new ideas, he maximised the quality of his solutions without compromise to timescales and maintained focus where firmness was required."

— Richard Green, Delivery Manager, **Snupps**

"Ian is dedicated to delivering the simplest solution possible and always keeping the core customer need the focus of the experience, resulting in quality, intuitive interface and functionality design. I enjoyed working with Ian and look forward to doing so again in the future."

— Richard Edwards, Digital Planning Director, **LIDA**

"Ian is a hard working and dedicated usability and interaction design expert. At Virgin Media he worked tirelessly to champion the user, always thinking creatively around business requirements to achieve the best experience possible. His work is backed up by a wealth of experience both in user interface design and in front end development, and I would welcome the opportunity to work with him again."

— Kirsty Brown, User Experience Manager, **Virgin Media**

RECOGNITION

- The first UK citizen to be elected by industry peers onto the board of the IA Institute.
- Cited in the acknowledgments of the books 'Undercover UX' and 'Simple and Usable', published in 2010.
- Work for BT acknowledged with formal 'Recognition' awards three times.
- 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

PROFESSIONAL MEMBERSHIPS

- Information Architecture Institute (IAI)
- Interaction Design Association (IxDA)
- Balanced Team
- British Society of Mystery Entertainers

INTERESTS

Attending UX conferences; Introducing people to authentic Chinese food; cooking in a professional Chinese kitchen; enjoying the staff meal; visiting Hong Kong and understanding Chinese culture.