Miles Cheverton · Senior UX Designer

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I help users achieve their goals with the greatest clarity and least frustration.

I'm an experienced UX consultant with a history in front end web development. I specialise in ultra rapid, hands-on prototypes and wire framing, iterative design and observational testing. Designing and coding since late 1999, I'm proud of my policy of continuous personal development, enabling me to stay current in a fast moving industry.

I have a passion for working with clients to create journeys that balance the needs of the consumer with strategic business objectives.

Skills

User Experience Design research; workshop facilitation; collaborative design; stakeholder management; sketching and prototyping; design communication; user journeys; requirements discovery and insight gathering; prototyping; card sorting; user testing; observational studies; persona identification and customer interviews; information architecture; user centered and interaction design; UX strategy, competitor analysis, mobile, tablet and everything in between and beyond.

Visual Design
Web design theory and practical application; visual and creative awareness; visual design, layout, colour and typography; current design trends and techniques; responsive / tablet / mobile design; site maps and wire framing.

Front End
HTML5, CSS3, JavaScript and JQuery; graceful degradation and progressive enhancement; version control; W3C accessibility standards; common back end technologies and content management systems.

Project Management
Getting Things Done, Agile, People; Stakeholder and time management.

Software
Axure, Omnigraffle; Fireworks; Coda; Mac OSX and Windows; all web browsers on all platforms.

Recent Work

Senior UX Consultant - Direct Line Group
October 2012 - Present

Responsible for redesigning the user experience for all Direct Line Group brands (Direct Line, Churchill, Privilege, Green Flag). Particular emphasis on transactional pages and analysis of the existing journey to remove bottlenecks and exit points whilst staying within the technological constraints.

Worked on the large scale project to replace an aging, slow to iterate interface with a user focussed, tested, responsive, friction free and coherent customer journey that works well on all devices, mobile, tablet and desktop. Included liaising with external agencies, board level stake holders, creating wire frames and prototypes, performing competitor analysis, facilitating 1:1 user testing, presentation and justification of findings.

Took ownership of the UX design for an Android and IOS mobile app that had been designed outside of the digital department. Redesigned the entire user journey with full stakeholder buy in using fast, visual, low commitment tools right inside stakeholder meetings. Resulted in tight, user focussed application that will be rolled out to most customers.

In addition I ran a number of pro active projects - ultra rapid wire framing workshops, teaching the Getting Things Done methodology, promoting the UX team and UX methodologies across the group, writing

accessibility, UX and coding standards documents, communicating relevant updates in the UX world to the team and the digital department as part of an R&D role, improving the available toolset (hardware and software), instigating and participating in pilots of cloud based collaboration tools.

UX Designer, Electric Putty (Agency)
September 2012 - November 2012

Researching & designing the UX for CourtNav, an online court from advice service run by the Citizens Advice Bureau to deal with an exponential rise in applicants after legal aid is removed. Direct liaison with clients & stakeholders to redesign an admin intensive offline system & replace it with an simple, clear system that can be used by a very wide range of users. Paper sketches, Omnigraffle and HTML.

UX & Front End Developer, Friday (Agency)
July 2012 – September 2012

Working on a high profile internal project for HSBC, advising on UX issues & building the front end using HTML, CSS, Javascript & Jquery. Built a smooth, enjoyable and glitch free experience whilst regularly communicating with stakeholders, internal & external.

Lead UX Designer, Alliantist (Start Up)
March 2012 – June 2012
Bringing user centered design to the core Alliantist product, a collaborative project management tool. Using requirements gathering, use cases and usability testing to identify UX interaction issues and bottle necks. Creating prototypes and wire frames (various levels of fidelity from sketches to Omnigraffle layouts and interactive HTML/Jquery mock ups). Creating an overall UX strategy for Alliantist as a company and planning regular observational studies to assess usability performance.

User Experience & User Interface Designer, Public-i Group (Public service webcasting)
January 2012 – March 2012

Regular consultancy role, working on a variety of projects for different clients. Advising the existing team on improving their clients' and users' experience of their core video product; updating and re-training staff to bring them up to speed with current web, UX and UI techniques; bringing their video product into line with responsive design for desktop, mobile, tablet and more; harmonising their mobile and desktop offerings into a single platform.

Previous Roles

- **UX Designer** - RDF Group 2011
- **Front End designer** - BestInvest 2010 - 2011
- **Front end designer** - Headshift - 2010
- **Front end and UI Designer** - Nature (Macmillan) 2010
- **Front End Developer** - Informa - 2010
- **Front End Developer** - Reed Exhibitions, 2008 - 2010
- **Front End Developer** - Study Group, 2008
- **Front End developer** - Addison - 2008
- **Web Designer / Developer** - Public-i 2007 - 2008
- **Designer and Developer** - Tiscali - 2005 - 2007
- **Designer and Developer** - NHS - 2001 - 2005
- **Designer and Developer** - Farmec - 2000

Recent Side Projects

- **NAPICU**. Complete redesign and replacement of an antiquated membership and content management system with a new, reliable, simple to maintain system that retains more users whilst making the site cheaper to run. 2013. www.napicu.org
- **Marjory May**. Design and implementation of a characterful vintage shop on the Shopify ecommerce platform. 2012. www.marjoriemayvintage.com