

CLAIRE ELIZABETH WHITE

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Professional summary

I'm an experienced Lead UX Architect with over 12 years' digital experience creating and successfully delivering digital solutions for clients across a variety of business sectors. I have a solid understanding of the software development lifecycle, expertise in requirements engineering and analysis, user research and solution definition, coupled with an in-depth understanding of user-centred design principles and best practice. My business analysis and UX skill set combined have enabled me to build a highly successful track record in delivering elegant and simple UI solutions which align with both business stakeholders and end users' expectations.

Work history

User Experience Lead Quest Software

08/2018 - Current

- Currently leading a team of UX Designers and Content writers to redesign from the ground up an enterprise B2B Identity Access Management solution using Responsive Web Design techniques and Google's Material Design framework.

User Experience Lead Kingfisher

04/2017 - 07/2018

- Lead a team of UX consultants in defining processes for usability testing and interaction design (global component libraries and templates) and processes for a suite of digital products used by store staff across the Kingfisher group.

User Experience Designer B&Q

01/2013 - 12/2016

- UX lead on defining solutions for multi variant tests (MVTs), prioritising the backlog and reporting on test performance to board level stakeholders.
- Drove increase in conversion across B&Q's Omnichannel estate by creating solutions for new features via sketches, low and high-fidelity responsive & adaptive wireframes and prototypes.
- Worked collaboratively with key stakeholders to ensure the successful delivery of Optimisation projects and deliverables.
- Created effective, targeted design solutions, working closely with Product Management to implement improvements.

User Experience Designer (Contract) Teachers' Assurance

10/2012 - 12/2012

- Improved engagement and conversion for Teacher's Assurance financial services propositions by redesigning a suite of financial calculators aimed at teachers on their responsive website.

User Experience Designer

01/2011 - 08/2012

Heath Wallace

- UX lead on solution definition for a data visualisation tool for Grant Thornton to display data from annual reports.
- Developed customer journeys for a global internet banking proposition for HSBC through creation of low and high-fidelity wireframes and flows.
- Refined site architecture for Marks and Spencer's new financial propositions (M&S Money) using card sorting, tree testing and eye tracking.
- Managed requirements catalogue, content inventory and end-to-end user experience for relaunch of Dubai Bank desktop and mobile site.
- Improved brand reputation and community collaboration on RBS.com m.dot website by redesigning information architecture and site templates.

Associate Information Architect **Capita**

04/2008 - 02/2011

- Defined site taxonomy and created vocabularies using Lexaurus and CQL queries to surface tagged content at each navigation point to build navigational structure for the site.
- Executed usability test sessions with small groups of teachers including Heuristic evaluations, Expert reviews, Findability exercises and Card sorting. Recorded results using Morae software.
- Championed UCD principles to internal business stakeholders via development of personas and user journeys based on target audience research. Used by development stream during feature driven development.

Web Business Analyst **Capita**

04/2008 - 04/2009

- Elicited requirements for website features from board level stakeholders using interviews, questionnaires, prototypes. UAT lead for owned features on behalf of the business.
- Developed accurate and complete manual and automated [Selenium] test scripts. Identified and logged system deficiencies via RallyDev.
- Installed modules within a sandbox virtual development environment for the purposes of evaluating Drupal community contributed code.
- SCRUM master in cross functional team managing development teams in-house and offshore.
- Re-engineered internal business process for feature design and development and communicated to board level stakeholders.

Product Owner **Capita**

04/2008 - 04/2009

- Created, managed and prioritised the product backlog for DFEE programmes of work "Increasing registration" and "Site community".
- Defined business strategy to increase registered user base by 20,000 to 100,000 members across on & offline marketing channels.
- Defined community strategy and vision for the website which led to an increase in community activity on the site of 500%.

E-learning Editor **Capita**

11/2006 - 04/2008

- Planned, developed and maintained via usability and accessibility tests complex elearning products to disseminate online professional development materials produced by the National Strategies.

Web Editor
Macmillan Publishing

11/2004 - 10/2006

- Project-managed the migration, design, build and editorial operation of www.onestopenglish.com, a leading educational resource website incorporating web 2.0 features that produce user-generated content.
- MIS lead for the site. Monitored and analyzed site traffic and report on trends and future development opportunities.
- Assisted in identification and commissioning of authors in development of new content. Supervised editorial assistants and freelance staff.

Primary School teacher
Hampshire County Council

09/2002 - 10/2004

- I worked in a variety of educational establishments up until 2004, from Primary schools to Universities in the UK, Australia and Japan teaching a broad age range from 3 - 18 year olds.

Skills

- Stakeholder management
- Mentoring
- Training
- Team & project leadership
- Stakeholder & user interviews
- Personas
- Usability testing
- Guerilla testing
- Focus groups
- Contextual inquiry
- Eye tracking
- User journey maps
- Process flows
- Sketches
- Wireframes
- Prototypes
- Content inventories
- Sitemaps
- Taxonomy
- Card sorting
- Tree testing
- A/B Testing
- MVT Testing
- Clickstream analysis
- Functional specifications
- Scenarios
- Business process engineering
- User story mapping
- Acceptance criteria
- Heuristic evaluations
- Competitor analysis

Education

- ISEB certificate in Requirements Engineering for Business Analysis** 2009
Assist Knowledge and Training
- Certified SCRUM Product Owner** 2008
Skills Matter
- Master of Arts: Applied Linguistics** 2002
Southampton University
- Bachelor of Arts: English and ICT with Qualified Teacher Status** 2001
Bath Spa University College
- A-Levels: French, English Language, History** 1996
Peter Symonds' College