GREG SHAPIRO

Personal details

Address: 12 Greenham Road, N10 1LP, London, United Kingdom
Telephone: +447944130554
Email: gregory.shapiro@gmail.com
Nationality: British

Personal profile

I am a User Experience professional specialising in UX consulting, user experience strategy and interaction design. Most recently has been involved in defining user experience and designing user interface for enterprise applications and multi-task interactive platforms. With over 15 years of information technology experience I combine a vision for user-centred design with the analytical thinking of an information architect and the aesthetic of a visual designer. I am passionate about delivering compelling user experiences that fulfil customers' goals and align to key business objectives.

Work History

Axa/Architas – October 2019 > December 2019, London, UK
Product Designer & UX Lead (Contract)
Working as Product designer at Axa/Architas innovation team on the new saving/investing/insurance mobile application. I was responsible for initiation stage of the project:
- Conducting ethnographic research: contextual analysis, market segmentation, financial trends and behaviours across European and South East Asia markets.
- Creating hypothesis and archetypes personas for generation (X,Y,Z) profiles.
- Creating proof of concept low fidelity prototype and user journey storyboards.

Lloyds Banking Group – October 2014 > June 2019, London, UK
Senior User Experience & Interaction Designer (Contract)
Working as Senior User Experience Designer on number of key projects across Internet banking Consumer Servicing platform and as Lead Interaction Designer for UX governance body - UXQA team.
As Senior User Experience Designer my responsibilities include following:
- Supporting and delivering UX artefacts for project teams within project Agile life cycle
- For initiation and study phase:
  - Working with the business and help to clarify the problem trying to be solved: research target audience, contextual enquiries, personas, analysing user flows.
  - Reviewing existing digital solutions and provide expert user experience analysis. This includes highlighting the good and bad points as well as providing quick wins and long term improvement recommendations by performing heuristic evaluation, creating proof of concept low and hi fidelity prototypes based on business requirements and user testing it.
- For design and build phase:
  - Working with the technical solution owners to design solutions which are feasible.
  - Define the user experience using wireframes, prototypes, sitemaps and user journeys. Running stakeholders workshops and communicate the user experience to the business owners for approval.
  - Working with visual designers and copywriters in order for the final look and feel to be created.
  - Working with Business Analysts to create detailed UI specification and communicate it to the development team. Championing and preserving best practice user experience throughout build and delivery.
  - Support the build/test team during the sprints by capturing any changes to functional requirements and updating UX documentation to answer any outstanding questions.
As Lead Interaction Designer for UX governance body UXQA team my responsibilities include following:
- Assessing and checking UX deliverables from more than 30 UX designers federated to project teams across Internet Banking Consumer Servicing platform.

- Assuring that UX designers capture and deliver following functional elements
    - User journey entry/ trigger points
    - User journey 'happy' route, exceptions path and error scenarios
    - Individual pages UI elements: page navigation, in-page build components and their logic(in-page validation), in-page dynamic views and their logic (dynamic hierarchies), dynamic data UI elements, modules, API and their logic
- Assuring that UX deliverables maintain consistency and accessibility by advising UX designers on reusing UI components, interactions and behaviours established across Internet Banking platform.
- Updating and maintain baseline library of user journeys, UI components/elements established behaviours and interaction patterns.

Projects: Various projects for Consumer Servicing, Retail Business Banking, Mobile app including following areas: 'Account Overview', 'Account Statements', 'Credit Cards', 'International payments,' etc.

Home Office – August 2014 > September 2014, London, UK
UX Consultant/Researcher (Contract)
Working as UX researcher within varies Agile Delivery teams. Conducting user research and user testing for the new Gov.uk applications. Reassuring that application meets Government Digital Service standards (GDS).
- User research: contextual enquiries, affinity mapping, card sorting, analysing research, creating personas.
- User testing: creating participants profiles, preparing user testing scripts, conducting one-to-one user testing using mobile user testing lab, conducting remote user testing using GoToMeetings, analysing and reporting user testing results.

Projects: 'Check a job applicant's right to work' - interactive application that helps employer to find out if an employee or prospective employee has the right to work in the UK and what documents employers should check.
'Communication Tracking System (CTS)' – case management enterprise platform for Ministerial, Parliament queries and communication.

Worldpay – June 2013 > July 2014, London, UK
Senior User Experience & Interaction Designer (Contract)
Working within Change and Technology Services (CATS) team, providing UX/UI consultancy for building new Worldpay enterprise Acquiring platform, part of large transformation programme following Worldpay divestment from RBS.
- Developing use cases, user stories, creating user flows diagram, wireframes, UI style guides and user interaction specifications.
- Leading and managing the project's stakeholders through the analysis phase. Facilitating interviews and workshops to identify changes to the current business processes.
- Analysing the views captured and work with stakeholders to refine the actual business needs, identifying any problems and working with stakeholders to resolve them.
- Interact with the Technical Architecture team to ensure that proposed UI solutions are aligned with the Worldpay architecture.
- Creating and evaluating fully interactive clickable prototypes (Axure) to ensure correct Business Process Models have been captured and implemented in UI specifications.
- User testing end-to-end Axure prototypes with Operations and Production teams to ensure operational understanding of a project's impact and ensure readiness for deployment.

Projects: Customer management user interface – 'Merchant onboarding process', 'Merchant settlement', Financial products user interface - 'Merchant payments configuration', 'Tariffs/Transaction charges', 'FX'.
'Reference Data Store' – designing UI for bespoke application to create and maintain reference data across entire enterprise platform.

My Meds&Me Ltd. (www.mymedsandme.com) – May 2012 > June 2013, London, UK
Lead User Experience Designer/Product Designer (Contract)
Working within Agile team of medical experts, business analysts, front-end developers and product managers. Leading UX design and iterative refinement of the global web-based reporting platform, developing wireframes, prototypes (Axure and HTML), site architectures, and search systems.

- Collaborating with project team members and clients to develop usable solutions to varied and complex information collection journeys.
- Translating business requirements into effective information architectures.
- Preparing UX documentation (site architectures, wire frames, use cases and task flows) to be used by designers and the development team.
- Developing effective User Interaction to navigate through complex information.
- Ensuring UX documentation is continuously updated and distributed to the design/development teams.

Projects: 'Reportum' - SaaS solution to collect information about medicines side effects and medical product complains accompanied by the provision of accessible, relevant medical information.
Guided questionnaires, clinical studies, non-interventional programmes - online applications for leading pharmaceutical companies Roche, Pfizer, GSK, Merck.

Practical Law Company (PLC)/Thomson Reuters Legal Solution – March 2010 > March 2012, London, UK
Lead User Experience Designer / Head of UX
Responsible for delivering the best practice user experience across variety of online solutions for in-house and private practice legal organisations. At PLC I was managing all aspects of the creative 'idea' development process, designing and facilitating workshops that drove out customer and business requirements and presenting them visually. As UX lead I was responsible for evangelising user-centred design across PLC business units and integrating UCD methodologies within company's software delivery process - Dynamic Systems Development Method (DSDM).
- Explore, understand and articulate a complex proposition into a simplistic definition
- Iterate design concepts that are interactive in nature and which requirements will be built from
- Developing use cases, user personas
- Creating site maps, wireframes, user flows and interactive HTML prototypes which reflects an evolving user experience of upcoming product
- Organising UX input so it becomes an integral part of agile(DSDM) development streams
- Managing the UX team, ensuring project are resource appropriately and UX team members work in collaboration with developers and designers
- Establishing accessibility and usability standards for front-end design assets and company's CMS (FatWire)

Projects: PLC website faceted search based on Google Search Appliance technology, PLC Global Law Department website, PLC Books online, redesign of PLC US website, improvement to editorial efficiency of FatWire CMS, "Ask PLC" online application, MS Word PLC's add-in.

Capgemini – December 2009>March 2010, London, UK
User Experience Designer / RDV practitioner (Contract)
At Capgemini I was a member of Rapid Design Visualisation (RDV) team working for Capgemini's Custom Software business unit. Engaging directly with clients & stakeholders to help them define the project and write the requirements. RDV methodology helped simulating the proposed solutions using tools such as iRise and Axure to model ideas quickly. Planning and executing the complete UX lifecycle of requirements gathering, user research, concept exploration, critique and user confirmation, creation of deliverables and participation in final testing.
Projects: The Department for Work and Pensions (DWP) – developing iRise and Axure interactive prototypes for DWP's Communication Management Application.

Detica – July 2006>September 2009, London, UK
User Experience Designer / Senior Consultant
Working on and leading projects within Government, Public and Commercial sectors. Managing team of IAs, Designers and Front-End developers to execute following activities: business and functional requirements gathering, behavioural analysis, running client workshops, conducting usability testing, developing use case scenarios, creating wireframes and UI specification, delivering complete Front-End solution based on HTML/CSS and Drupal CMS.

Key projects
Home Office: Responsible for the full life cycle process of creating and testing the bespoke online solution for the secure intranet portal. As UX lead I was defining scope of work, resource, commercial estimates and providing risk assessment for meeting targets and staging completion dates within operational budget consisting of time and resources.

- Establishing and managing client relationship, balancing and maintain successful client communication during project life cycle
- Consulting, collaborating with senior management to set and maintain appropriate project management methodologies, process improvement and best practices.
- Implementing user research: conducting behavioural analysis, creating user personas and use case scenarios
- Organising, preparing and facilitating client workshops identifying business objectives and gathering user requirements
- Developing wireframes and rapid prototyping, review and validate prototype and visual design with senior stakeholders
- Supervising team of designers on creating visual design, brand identity and look-and-feel
- Organising, preparing and facilitating usability testing with the end users.
- Work collaboratively within an Agile process with front-end developers and Visual Designers during development phase

MET Police: Working on redesign user interface for Police Mobile Data Terminals and PDA. I created bespoke user experience solution that became a key factor to win £18m contract for Detica. The enhanced user interface for Police Mobile Data System significantly improved MET police officer on-sight investigation process. Using UCD methodology I designed a set of screens for the in-car mobile computer and PDA handheld device. Particular attention was given on specifics of police work (such as engagement with suspect) to ensure that the user interface was simple and easy to use on the move.
- Analysing the client's needs and objectives through interviews with stakeholders and information gathering, liaising with senior officers and Police officials.
- Prolific research of current mobile technologies and operation systems
- Conducting business analysis and developing use case scenarios
- Creating user flows, annotated wireframes (Visio), site maps and interactive prototypes (Axure)
- Preparing and facilitating usability testing of Axure prototypes with key stakeholders
- Conversion of existing MET Police forms (FPNs, CARBs, STOPs) into digital / interaction format
- Writing system conceptual model and UI specification
- Implementing Government Accessibility standards (AA) and ISS4PS (Information System Strategy for the Police Service) Style Guide
- Establishing and managing collaboration with partner company Arqiva
- Working closely with Technical Architect, Project delivery managers, Business Analysts
- Presenting deliverable to senior stakeholders
- Supervising team of front-end programmers in the implementation phase

RBS: Lead User Experience consultant in Detica's Financial Services department to implement response to RFP from RBS for forex spread trading engine. The proposal would demonstrate a bespoke technical approach and unique user experience for required application. My responsibilities included:
- Defining business requirements and specific user requirements for the bank employees working with currency exchange trading platforms.
- Working with Detica's FS technical team translating functional requirements and UML into set of user flows diagrams and wireframes for suggested solution
- Creating bespoke interaction style and look-and-feel for proposed application
- Developing a unique user experience of the application that would help user stay on track in different time zone crossed-spread environment and within complexity of the Spread Group hierarchy.
- Designing and preparing bid documentation and presentation

HMRC: User experience consultant for HMRC document management enterprise application. Was responsible for defining strategic enhancements to the User Interface that support the future vision for client's enterprise architecture and how the new application will help users complete their tasks. Aligning technology solutions with business strategies, work with project implementation teams, ensuring that the most effective, innovative solutions are used. The user-centric approach to the project involved heuristic evaluation to identify a high level usability improvements/Quick Wins that can be addressed immediately and require minimum effort to develop but have a significant impact on enhancing the user experience.

Freelance - December 2005>June 2006, London, UK
Information Architect/User Experience Consultant (Contract)
Developing a proposal for redesign the number of the leading UK's websites. Deliverables include taxonomies, user personas, site structures, workflows, functional specifications, wireframes, prototypes, templates and finished code and graphic elements
Projects: First Choice Holidays, RAC.co.uk, 'Wheel Interactive" BT "Online Starter Kit" solution.

Philips Applied Technologies – January 2005>November 2005, Eindhoven, the Netherlands
Information Architect / Interaction designer (Contract)
Philips Applied Technologies commenced research into developing a virtual television station/channels system on the Internet. I was assigned to create a fully functional prototype for a peer-to-peer distribution platform where public communities could publish online their local video content. The entire work stream for User Interface Architecture has been based on a User Centric Design approach.
- Usability study design, analysis and final report presentation
- Competitor reviews
- Conduct of contextual usability interviews with in-house end-users and key account clients
- Creation of site maps, scenarios, personas, and functional specifications
- Information architecture: navigation and dynamic content design, flowchart schematics, use cases and site maps, creating wireframes and prototypes
- Iterative design, expert evaluation and analysis
- Supervising in-house development team during production phase of the functional prototype
- Production of screen mock-ups, templates, and final graphic files
- Set of recommendations and guidelines for the next stage of the development

Technical University of Eindhoven – October 2003>January 2005, Eindhoven, the Netherlands
User Experience Researcher
Technical University investigated friendly user-system interaction solutions for variety of technological platforms and applications. University initiated research of different methodologies and applications for User Centred Design process.
Projects: Comprehensive usability testing of European Union website, Usability testing and investigation the influence of pane position for Computer Supported Collaborative Work (CSCW) multimedia interactive system.

Freelance – September 2001>October 2003, the Netherlands
Senior web designer / Information Architect
Responsible for the design, development and maintenance the number of commercial and charity websites. Advised and implemented on all web technology issues. I also managed graphics support staff and contractors in support of the web sites.
Projects: DAE, "Kikis" biological farm, Aide Environment, "Vekoma"

Firenetworks Ltd. – May 2000>August 2001, Israel
Senior User Interface Designer/ Creative Director
FireNetworks provides a complete end-to-end solution for e-mail marketing based on its proprietary technology. As a Senior UI Architect I was responsible for the overview and direction of the company's public web site, and the rich Internet application FireMail™. I led the team of two graphic designers and two front-end developers to create effective and user friendly interactive online communications solution that were technically feasible, user-focused and platform appropriate:
Projects: FireMail™ Campaign Centre (online interactive application), FireMail™ Outlook Express (custom email), FireMail™ Map (online interactive map based on Java), Firenetworks.com (corporate website), FireMail™ Icons (pixel based icons)

Expertise

Consulting – 2006 > present

Managing and maintaining client relationship, organising and facilitating client workshops, leasing with senior stakeholders, managing small teams of Information architects, Business Analysts, front-end Programmers. Writing reports, UI specifications, user interaction guidelines and deliverable documentation. Implementing User Centred Design methodology within business analysis and

project delivery lifecycle. Combining UCD with agile development, I am a qualified DSDM practitioner.

User Experience Design – 2003> present

Conducting field research, creating user profile - Persona, implementing heuristic evaluation and competitive analysis of websites and software. Establishing the principles of User-Centred Design and providing usability/accessibility guidelines. Creating site maps, user flows, wireframes, and interactive prototypes. Organising and facilitating usability testing. Using Axure, Morae, Visio, Illustrator, InDesign, PowerPoint, Excel.

User Interface Design – 1998 > present

Creator of number of innovative user interfaces for corporate websites and rich Internet applications. Working on both visual design and technical underpinnings. Using Photoshop, Flash, Dreamweaver, HTML, CSS, XML, JavaScript.

Professional Qualifications

2011

The Agile Project Professional certification (previously DSDM Agile Professional) – DSDM Atern Foundation Certificate.

Academic Qualifications

2003>2005

Master of Technological Design (MTD) – Masters Degree in HCI (Human Computer Interaction), Technical University of Eindhoven, The Netherlands. Specialised in User-System Interaction. Master's Thesis: "Peert" online video content distribution platform.

1997>1998

Postgraduate Certificate in Multimedia, Media-GN (SCAN), Academy "Minerva" Groningen, The Netherlands. Specialised in Interactive multimedia and Internet.

1991>1996

BA in Fine Arts, Haifa University, Israel. Specialised in traditional printing (etching, lithography)

Languages:
English (fluent), Hebrew (fluent), Russian (native), Dutch (basic)

Referees
Available on request