

Scott Parsons CV

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PROFILE AND PRIMARY SKILL SUMMARY

Scott has over 10 years in the IT industry specialising in Information Architecture (IA) and User Experience Architecture (EA), and has focused primarily in Media and Technology sectors. He has provided IA/UX services to a wide variety of Clients in various sectors including Telecommunications, Central Government, Broadcast Media, FMCG (Fast Moving Consumer Goods), and Social Networking. In this multi-disciplinary field, Scott incorporates aspects of computer science, graphic design, industrial design, psychology, and content design disciplines such as communication and instructional design. Scott's depth of experience within his specialty areas, make him one of the most knowledgeable in his field, and he has begun to share this knowledge and experience through presenting at industry conferences. His primary skills include;

Information Architecture

- Translating business and user needs into user and functional requirements, including use cases
- Developing the information architecture, categorisation and navigation systems from requirements
- Creating site maps, process flows, concept models, wireframes and HTML/flash prototypes to simulate the desired user experience for client or development teams
- Producing "usable documentation" focused to its target audience.

User Experience (UX)

- Applying the principles and techniques of User Centered Design (UCD)
- Developing user personas, scenarios and journeys from target audience research data
- Using user personas, scenarios and journeys to communicate high level business requirements to the client and development teams
- Producing and presenting visual representations (e.g. sketches, process mapping) of user experience concepts
- Organising and facilitating testing and user feedback sessions (e.g. focus groups, contextual research and usability testing)
- Developing and communicating findings, proposals and recommendations to clients and development teams.

Web Architecture, Design and Development

- Standards based web design based on W3C recommendations and established best practices
- Web applications design and construction using web techniques including AJAX (Asynchronous javascript and XML) and XML (including XHTML)
- Understanding of modern accessibility requirements for both assistive technologies (eg. JAWS, screen magnifiers) and new methods for viewing internet applications (including handheld devices).
- Establishing and developing best practice policies and procedures

EMPLOYMENT SUMMARY

Livewire Enterprises Ltd (London, UK) Head of UX	Jul 2008 - current
Different (Sydney, AU) Senior Experience Architect (EA)	aug 2007 - dec 2007
Fairfax Digital (Sydney, AU) Senior IA	sep 2005 - July 2007
Patts Digital (Sydney, AU) Senior Web Developer/IA	feb 2003 - mar 2005
Vertigo Design (Wellington NZ) Web Developer/IA	feb 2002 - feb 2003
Livewire Enterprises Ltd (London, UK) Web Developer/IA	sep 1999 - oct 2001
Precious Productions (Wellington NZ) Director/Writer/Web Designer	Jan 1995 - jul 1999

EMPLOYMENT HISTORY

Livewire Enterprises Limited (London, UK)

Senior Experience Architect (EA)/Head of Web User Development July 2008 - current

Livewire Enterprises Limited is small IT Consultancy that provides consultancy services for strategic corporate Solutions and Information Architecture. Scott's role at Livewire is as the Head of Web User Development providing detailed design and development of technical Web and IA. His primary responsibilities include the development of Livewire client relationships and engagements and the provision of definition, design, and development of IA/UX solutions to Livewire and Livewire's clients.

The primary focus of Scott's client-side role is in; defining business and application requirements; ensuring solutions delivered successfully meet requirements; designing and building of prototypes and proofs; guidance and design input on UCD and IA/UX; designing, building and testing of Web applications; designing user interfaces and interactions; performing user research; documenting process and aims; preparing proposals and pitches; accessibility and usability design; preparing user journeys, wireframes and sitemaps; ensuring adherence to client-side best design practices; developing expertise client-side through mentoring and education; and developing client-side web strategy.

Clients to date have included:

Blast Radius: Blast Radius is an international digital agency working with many well known brands on digital and offline projects. Scott worked on a facebook and iPad application for Bacardi to publicise and run a series of events

HowSplendid: Splendid is a digital agency specialising in cutting edge digital solutions. Scott worked on a POC for Morgan Stanley and a touchscreen project for Tesco

EMC/Cochange: EMC is a digital agency with experience working on major projects for large clients. Scott's role at EMC is as a User Experience Designer working on the major redesign of the virgin media site.

Fortune Cookie UK: Fortune cookie is a digital design agency, with strong focus on user experience. Scott's role at FC is as a User Experience Designer working on projects for major clients such as Comparethemarket.com, DeBeers and Legal and General.

Iris digital: Iris is a full service advertising agency. Scott's role liaising closely with the strategy team at Iris is as a User Experience Designer working on projects for major clients such as Coca-cola, Sony Ericsson, Football association, ING, Phillips, AMEX, Kinder and Shell.

Webcredible: A specialist User Experience research company. Whilst at Webcredible Scott provided user research services for Invesco Perpetual (financial services) and Uswitch (utilities).

Dare digital: Dare is a leading digital agency, Scott worked on the design of a new product based website for Vodafone.

Candi; Candi is a boutique London based digital agency. While with Candi, Scott provided strategy, UX and design services for Morrison's, and for Candi's own website.

Different (Sydney, AU)

Senior Experience Architect (EA)

aug 2007 - dec 2007

Different is a medium sized Interaction Design (ID) agency specialising in user experience and UCD principles. While there Scott performed IA and UX tasks for many clients across both public and private industry sectors on numerous projects including corporate information websites, sports websites and handheld device interface design.

Clients included:

Westfields: Westfields, a major shopping complex developer in Australia and globally. Scott worked on redeveloping their corporate website, along with prototypes for a future consumer based "search and shop" project.

v8supercars.com.au: V8supercars is the official website for the V8 racing competition in Australia. Scott worked on enhancing the website to allow greater usability and addressing expansion based problems.

Telstra Bigpond: The online arm of Telstra, Australia's main telecommunications company. Scott worked on enhancing and redesign of aspects of Telstra's website.

six.nsw.gov.au: SIX, a spatial mapping division of the New South Wales (NSW) government. Scott worked with the SIX team to develop a new more consumer friendly website which leveraged the unique capabilities (such as mapping to government property listings, up to date land survey information) of SIX mapping software.

Fairfax Digital (Sydney, AU)

Senior Information Architect (IA)

sep 2005 - July 2007

Fairfax digital is a large media company in Australia, publishing many industry leading websites. As part of the IA team Scott worked on various small and medium sized projects for many of the different FD websites including news (smh.com.au), motoring (drive.com.au), recruitment (mycareer.com.au), dating (rsvp.com.au) and real estate (domain.com.au). Working closely with business analysts, product managers and development teams Scott designed new, and optimised existing, website user interfaces. In addition to his IA work Scott also worked toward creating new Product Development Processes(PDP) and writing a unified accessibility policy for the user experience group. Scott also mentored juniors and recruited staff to complement and expand the group's skillset.

Patts Digital (George Patterson Partners) (Sydney, AU)

Senior Web Developer / Information Architect

feb 2003 - mar 2005

Patts Digital was the online arm of Australia's largest advertising agency George Patterson Partners. At Patts Digital, Scott worked on a range of projects from small temporary Customer Relationship Management (CRM) and competition websites to enterprise level software solutions (such as 4warn emergency messaging broadcast service, and SONY inventory control system for SONY lifestyle website). As Senior Web Developer and IA, Scott was involved throughout the whole development life cycle, designing and developing interfaces and web applications for both pitches (bidding for new business) and development projects. Scott was also frequently in charge of evaluating new software and systems, liaising with third party providers and engaging in requirements gathering, capability estimation and mentoring discussions with clients technical teams. During the later half of his time with Patts Scott helped to build the development capabilities of the business by recruiting and mentoring juniors and managing quality of outsource contractors.

Clients included:

Telstra (bigpond movies): Designed a DVD by mail service from Telstra, the website included list management, recommendations and customer service.

Big Brother 2004: official fan website for the Big Brother show. The website included video, Forums, and information.

Telstra blue lounge: Designed and developed teen focused social networking and mobile downloads website.

Nintendo: Content management and maintenance of Nintendo Australia websites.

National Australia Bank (NAB): Designed and developed mini marketing websites for financial products and services of NAB.

Channel 7: Designed and developed mobile phone based news and alerts services based upon the imode protocol and SMS.

Carlton United Breweries(CUB): Designed membership and rewards site for CUB and AFL (Australian Football League) teams.

Vertigo Design (Wellington NZ)

Web Developer/IA

feb 2002 - feb 2003

Vertigo design was a small print focused design agency. Scott joined them to deliver more digital based product offerings for the agency, including website, intranet, knowledge management, presentation and other digital design projects. While at Vertigo Design Scott designed and developed the company's own digital properties, though Scott's primary tasks were to service Ver-

tigo's clients. Scott performed IA and developed a HR resource intranet for NZ immigration and also designed and developed marketing and informational websites for Claddagh wines, Village Apartments and others.

Livewire Enterprises Limited (London, UK)

Web Developer/IA

sep 1999 - oct 2001

Livewire is a small IT Consultancy delivering tailored solutions to various clients. Scott performed internet design and development services including visual design, IA, accessibility, and client side programming.

Clients included:

Totallyjewish.com; Working as part of a team Scott designed and developed the

Totallyjewish.com portal website serving the Jewish community in London.

MTV: Scott designed and developed a competition and photo sharing website for MTV europe.

AOL / CompuServe: Scott worked on a major redesign and content roll out for the AOL / CompuServe portal. This included designing and developing sections of the site as well as helping to evaluate CMS software.

Peppers Ghost Productions: Scott designed and developed several websites for the company including both marketing websites and interactive children's flash game websites based upon characters in Pepper's Ghost TV shows.

Traffic Interactive: Scott performed freelance web design duties for Traffic Interactive including Direct email and marketing website development.

Precious Productions (Wellington NZ)

Director / Writer / Web Designer

1995 - jul 1999

Precious Productions was a theatrical production company. During his time at Precious Productions Scott edited videos, designed marketing material and designed and developed websites for various theatrical productions. Scott also produced and directed several of his own plays (at BATS professional theatre) and short (video) films all of which won, or were nominated for awards.

EDUCATION

1996 Diploma film & TV production (Avalon film & TV school)

1995 Certificate film & TV production (South Seas Film school)

1990-1994 Bachelor of Arts (Victoria University Wellington - Philosophy)

SKILLS

Languages (X)HTML, CSS, javascript, actionscript, xml, php, jsp, .net, ruby, AJAX

Software Visio, Omnigraffle, Photoshop, Dreamweaver, Fireworks, Flash, Axure, Firefox

Video Flash, Final cut pro, Premiere, Avid, Smoke, Flame

Other Information Architecture, Interaction Design, Usability, Accessibility issues, DOM scripting, Cross browser differences, Microsoft office suite, Open office suite, CRM

PERSONAL

Scott is passionate about technology and user interface design. Always trying to keep up with the latest and greatest tweet or blog post. Occasionally Scott leaves his computer and when he does he has been known to perform standup comedy, write, direct and act in short films and plays, and is an avid photographer and yet sometimes finds time to travel.