

Joanna Aldhous

I'm a Senior UX Consultant who's passionate about UX and user centred design, practicing Lean UX methodology. I received a Bachelor of Science with First Class Honours in Creative Computing, where I specialised in Cyberpsychology and Human Computer Interaction (HCI). I also have extensive digital experience as a Web Developer, Project Manager, and Digital Consultant gained over the past 15 years.

Skills

- User research
- Wire-frames
- Prototyping
- User journeys
- User testing
- Heuristics
- Statistical analysis
- Lean UX
- Adobe Creative Cloud
- Google Analytics
- Axure, Sketch, Adobe XD
- HTML, CSS

Education

Bachelor of Science (Hons) in Creative Computing with First Class Honours, graduated in May 2017 from Edinburgh Napier University. I selected this degree as it gave me freedom to focus on UX and HCI related subjects. Examples of my work are available on www.aldhous.co.uk.

Relevant subjects: Practical Interaction Design, User Experience, Cyberpsychology, Mobile Application Development, Responsive Environments, Design Research Methods, Creative Computing.

Qualifications

Aug 2018	Neilson Norman Group UX Consultant	Certified
Nov 2017	BCS Foundation Certificate in Agile	Certified
May 2017	Bachelor of Science in Creative Computing	First Class with Honours
Sep 2012	Web Usability: User Experience	Pass
Aug 2011	Prince2 Foundation	Certified
Nov 2009	Plain English Campaign Principles	Pass
Sep 2009	Usability: Prototyping and Design	Pass
Apr 2004	Certified Internet Webmaster	Certified
Jun 1999	HNC Multimedia and Design	Merit in Design

Experience

Senior UX Consultant, June 2018 to Present - Sopra Steria

I lead UX strategy and collaborate with Visual Designers, Developers and the wider project team within Agile, using Lean UX methodology to support Product Owners. Undertaking service design activities such as story mapping, service blueprint design and facilitating collaborative workshops. I also conduct user research, testing and analysis to understand user needs, behaviour and experience. I deliver accessible user centred design solutions for large-scale digital projects and services across the UK. Recent projects include working with UK Visas and Immigration, Crown Office and Procurator Fiscal Service, and the Scottish Social Security Directorate.

- Project and stakeholder management
- Identifying and communicating user needs
- Designing and conducting user research, testing and reporting insights
- Presenting and clearly communicating design concepts to stakeholders
- Developing static and interactive prototypes for omnichannel experiences
- Exploring solutions and shaping projects from a UX perspective

UX Consultant, August 2017 to June 2018 - Sopra Steria

Working on short-term projects I collaborate with creative designers, UI Developers and the wider IT team to perform research and analysis to determine user expectations and needs. I deliver user centred design solutions and user research for digital projects within the Government sector.

Senior Digital Consultant, February 2013 to July 2014 - Aegon UK

I managed Aegon's UK customer websites www.aegon.co.uk and www.aegontennis.co.uk as well as Aegon's 345 corporate pension scheme sites hosted internally on the Java Oracle CMS and externally hosted online apps to support 3 million customers and 400 employees using my team of 5. As a Senior Digital Consultant, I oversaw all aspects of work undertaken by my team, ensuring work met standards for accessibility and usability, helping resolve issues when solutions became complex or challenging.

Digital Consultant, April 2010 to January 2013 - RBS Group

Working within RBS Communications I managed and delivered large scale digital projects and programmes across RBS Group and its brands. Projects included implementing a global video platform across brands, migrating www.rbs.com to the new Adobe CQ5 CMS and developing a central product information site to support branch staff. I also provided training, support and guidance to stakeholders across the business regarding best practice usability and accessibility to develop better online customer facing solutions and services.

References

References upon request.