

Paul Minns

Lead User Experience Designer | London

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Summary

I love to build meaningful and usable digital experiences. For the past ten years I have led clients and agencies from multiple industries through a diverse range of digital design projects - from campaign-driven mobile activations to redesigns of complex global web platforms. I solve design problems by talking to people, then use empathy and data to drive my work. I am organised, pragmatic and personable in my approach, which means I build strong relationships, lead inspired teams and manage delighted stakeholders.

Skills

- Persona creation, user journeys and flows
 - Wireframing and UX specs (Sketch/Figma)
 - Prototyping (InVision/Marvel)
 - Interaction design (Principle)
 - Information architecture and sitemaps
 - Quantitative and qualitative research
 - User testing and data analysis
 - Project, client and stakeholder management
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Clients

I have worked in a broad range of industry sectors, including automotive, tech, FMCG, healthcare and NGOs.

- Action Aid
 - AstraZeneca
 - AVIS
 - GlaxoSmithKline
 - Kensington
 - Merck
 - Nissan
 - Novartis
 - Renault
 - Qualcomm
 - Unicef
 - Unilever
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Projects

UX Lead (contract) | luxdeco.com | Oct 2019 - Present

Site optimisation, enterprise system design and innovation for luxury interiors ecommerce startup

- Sole UX/UI designer working within the tech team to improve site conversion rate and CX.
- Analysis of user research and quantitative data to build a robust product backlog for agile sprints.
- Creation of specs and prototypes to communicate solutions to stakeholders and developers.
- Development of wireframes for complex product data and warehouse management projects.
- UX/UI design of innovation initiatives and concepts for senior buy-in and investor engagement.

UX Lead (contract) | Publicis Sapient | Apr 2018 - Oct 2019

Nissan PACE - *Build, optimisation and rollout of automotive brand's global web platform to 140+ markets*

- Led a team of six UX designers within a multidisciplinary studio team, split across a large programme of work.
- Created hi-fidelity experience maps and prototype concepts for research and user testing.
- Presented to programme leadership and global client executives to gain buy-in for proposed initiatives.
- Designed wireframes and functional specifications for agile delivery, alongside UI, BA, TA and QA teams.

UX Lead (contract) | Digitas | Jan 2017 - Mar 2018

Renault.com - *Feature design for automotive brand's regional websites*

- Worked with client POs to define market requirements for new feature epics and component optimisations.
- Designed market-specific solutions with UI designers for presentation to regional stakeholders.
- Collaborated effectively with offshore development teams to ensure design quality maintained during build.

AstraZeneca.com - *IA/content strategy for global pharmaceutical brand website*

- Leveraged analytics data to map the key journeys taken through the site pages and components.
- Identified IA/content changes required to meet customer and business needs.
- Collaborated with the client team to design content hierarchy using available platform components.

UX Lead (contract) | The Big Shot | Oct 2016 - Jan 2017

Social Circle - *Web app redesign for a content marketing agency - launched 2017*

- Conducted stakeholder and user interviews to define product strategy and create personas.
- Designed new features, product improvements and optimised user journeys for each audience.
- Produced detailed wireframes, prototypes and tested with users to validate design decisions.

Senior UX Designer (contract) | Weber Shandwick | Aug 2015 - Oct 2016

Femibion.com - *Brand content hub and product website for global healthcare client - launched 2016*

- Led the entire design process, from research to design QA of the final web build.
- Worked with multiple stakeholders and partners across a global project team to deliver against tight timings.
- Tested and made actionable recommendations on design and functionality improvements.

Education

Certificate of International Business | Mountbatten Internship Programme, New York, USA

The certificate was gained whilst working as an intern at CitiBank Private Bank in New York. It is a broad international business studies course accredited by Cambridge University.

BA (HONS) Product Design & Visual Studies | Liverpool John Moores University, Liverpool, UK

The degree course gave me the opportunity to study both graphic design and product design. This blend helped me understand how to communicate to an audience through design and how to design for usability.