

# Brad Haynes

User Experience Designer

## Profile

An accomplished user experience designer, information architect, visual designer and front-end developer, with a broad range of technical understanding and creative ability. For the past seven years has been innovating and pioneering UXD patterns and user experience in internet grocery retail.

## Career Experience

### Head of User Experience,

**Ocado Ltd.; London/Hertfordshire – November 2005 - June 2008**

Leading innovation and design of Ocado's award winning grocery shopping website. Delivering usability, visual design, front-end code, speed, brand experience and financial improvements. Working with and mentoring a team of developers and marketing strategists as part of a wider service architecture team.

Significant achievements:

**Smart trolley:** reducing cognitive load, increasing speed, allowing greater flexibility and understanding of large quantities of items within a shopping cart.

**Contextual hierarchical 'tag' driven catalogue:** increasing readability, speed and flexibility for large amounts of data navigation, with the contexts allowing for the different modes in which users think about what they're buying.

**First non-framed grocery website:** designed out the need for clunky, less accessible and harder to manage frames display, to both improve usability (with the use of AJAX) and internet semantics (linking, SEO, bookmarking).

**Rationalisation and gradual change:** whilst deploying changes across the site – as the company is totally dependant on website revenue – releases were designed to manage the transition of existing experienced users to ensure minimum disruption.

**Speed:** created by optimising UI code, simplifying frequent tasks, and providing compelling, innovative lists of products through use of customer order data and buying patterns.

**Accessibility:** by employing very strict semantic coding practices, testing with assistive technologies and considering access throughout the design process. Currently the site has a tiered set of behaviours to allow for varying accessibility requirements.

### Principal User Experience Designer & Information Architect,

**Ocado Ltd; London/Hertfordshire – October 2001 - November 2005**

Primarily working on the Ocado website, but also work on intranet, handheld applications, and warehouse UI projects. I have been responsible for the front-end visual design, production, usability, accessibility, and overall user-experience of Ocado's shopping website working with a team of developers since launch in 2001 (taking over from a failed development programme undertaken by 3rd party vendors)

### User Interface Designer,

**Self-employed; London – April 2001 - October 2001**

Design of an investment fund research tool with a very strong focus on user-centered design process for Fidelity Investments. Design and information architecture for both Web and IVR systems as part of a consumer wireless service for Shazam Entertainment which handles music recognition.

### Creative Developer,

**Viant International Corp.; London – October 2000 - April 2001**

Working as a consultant on projects for both Universal Music Group and EMAP Digital. Created production methods for website user-interfaces, design iterations from visuals into HTML prototypes as well as JSP integration. Responsible for usability, navigation, and front-end performance. Worked within a large teams of consultants in the US. and London.

## **Head of Design & Production,**

**Eport Solutions Ltd.; Cambridge** — June 1999 - September 2000

In charge of a small team designing, producing and maintaining data-driven and e-commerce websites for F1 merchandising and a range of companies. Graphic design, information architecture, code production and integration.

## **Senior Web Designer,**

**Parker-Barry Creative Ltd.; Cambridge** — January 1997 - June 1999

Working with with this multi-disciplinary creative agency, designing and running websites for clients such as Thomas Cook Holidays, Switch Card Services and UUNET Worldcom.

## **Web Designer,**

**The Creative Network; Cambridge** — July 1996 - January 1997

Working as a sole trader designing and producing small scale retail websites.

## **Product Designer,**

**Avent; Suffolk** — June 1995 - July 1996

Created detailed production designs and concepts and for Boots, Mothercare, and the company's own Avent™ brand of baby-feeding related products. Some of these product are still being manufactured by Philips Avent™.

## **Skills Summary**

### **Creative**

12 years of graphic and information design experience, both visual and architectural. Good understanding of branding, user-experience issues, and conceptualising effective and considered design solutions.

### **User-centred Design**

Follows user-centred design processes to help deliver proven design successes. Usability has always been a key feature of my work, and my background in Product Design and Ergonomics have proven to be a important foundation. I am a strong advocate for accessible design and HTML, and have won a Visionary Design award for best commercial e-commerce website from the National Library for the Blind.

### **Design Integration**

Creating efficient processes and methods for website production for live environments. Taking designs from concept to working prototype and full integration into back-end development work.

### **Technical**

CSS; HTML (XHTML); Webserver and HTTP mechanics; AJAX techniques and behaviours; graphics production (Adobe Fireworks/Photoshop); source control (subversion preferred), Search engine optimisation. Fundamental understanding of various web application frameworks and programming languages (Tomcat Struts, Java, Ruby On Rails, JavaScript).

### **Personal, Management & Consultancy**

Good organisational abilities, a conscientious attention to detail, fast learning. Calm, pragmatic manner. Project planning and scope definition. Good client-facing, facilitation, strong team member, good understanding of client needs. Tenacious approach to educating and problem solving.

## **Education**

**BA (Hons) Product Design (2:1); Bournemouth University** — 1992 - 1996

Core disciplines: Aesthetics, Ergonomics, Task-centred design. Materials and production processes, Mechanical engineering.