



MARK DAVIES

User-centred Designer
and Researcher

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User-centred design practitioner with a focus on empathic thinking and prototyping. Over eight years experience, spanning across user research, ux design, ui design, interaction design and digital product design. Published HCI researcher and published mobile app developer (iOS and Android).

EXPERIENCE

BANKWEST, AUG 2018 - PRESENT

USER EXPERIENCE DESIGNER

Working in the everyday banking tribe, I am part of a small agile squad, which handles the website experience. Job duties include planning and conducting usability testing, sharing research insights with the teams and stakeholders, uncovering the customer needs and pain points, optimising the user journeys and form design, creating design hypotheses and running a/b tests.

JUST EAT, SEP 2016 - Jul 2018

USER EXPERIENCE DESIGNER

Designing the user experience for the global consumer product. I worked in small cross-functional agile teams, focusing on specific areas of the product. I was responsible for identifying problems (through qualitative and quantitative research) and proposing solutions (through rapid collaboration, creating hypotheses, prototyping and experimenting) that are centred around the needs of the customers. I would conduct regular qualitative research - usability testing, in-depth interviews, guerrilla testing and remote user testing to understand customer needs and uncover struggles. I carried out Jobs to Be Done research for the company, interviewing customers, uncovering desired outcomes and quantifying them through large surveys in Canada, UK and Ireland. This work helped to shape the consumer product strategy for 2018. I also worked on UK order growth as part of the company's business goal. Two of my design proposals, were put into A/B testing on the live UK site, which helped increase the number of orders per year by 0.25% and 0.3% - 270,000 and 318,000 extra orders a year.

IBM INTERACTIVE EXPERIENCE, MAR 2015 - AUG 2016

MOBILE UX DESIGNER

CLIENTS: NHS, SEVERN TRENT

Worked on large-scale projects in the public sector and FTSE 100, transforming digital experiences through balancing human-centred design with technical feasibility and business viability. Each project required working on client-site in a multi-disciplinary team, with various stakeholders. It involved acclimatising the client to designerly ways of working and making them actively involved in the design process. Job duties included understanding the AS-IS system in place, mapping out user journeys, design research, understanding user needs and behaviours, understanding the business objectives, working with developers to understand technical feasibility, ideating, critiquing design concepts, building prototypes, usability testing, sharing research insights with the team, wireframing, hi-fidelity responsive design, defining UX principles and UI guidelines, and creating a modular-based design library.

UNIVERSITY OF NOTTINGHAM, APR 2012 - DEC 2014

RESEARCHER IN USER-CENTRED DESIGN

Research "in the wild" exploring future technologies to help scale rural micro-enterprises. Rural Wales and Rural India were the places of fieldwork. Key Responsibilities involved carrying out long-term user engagement strategies with micro-enterprises in the rural setting, running design workshops, participatory design, building functional prototypes and deploying them in the wild to elicit a deeper understanding of people/society and culture, motivations and business challenges. Published papers and presented findings at conferences (national and international) - including the UK (4), Germany (2) and USA (1).

WELSH GOVERNMENT, OCT 2012 - MAR 2013

MOBILE APP DESIGNER & DEVELOPER

Consulting with the Welsh Government to design and develop a new iPhone app, to promote Children's Rights in Wales. Carried out a series of design workshops with volunteers (aged 14-16) from a sponsored school, to include in the design discovery process. Created several concepts, tested different prototypes and observed how young people interacted with it. Developed the app for the iPhone, written in Objective-C, which is live on the App Store. The app was promoted by the football association of Wales

SWANSEA UNIVERSITY, OCT 2010 - MAR 2012

RESEARCHER IN MOBILE INTERACTION DESIGN

Research in-situ, working with rural communities, exploring design possibilities to help improve the rural digital economy. Key responsibilities involved field research, participatory design, socio-technical system design, prototyping, Android app development and deploying working prototypes in the wild to study how technology fits in real world situations.

EDUCATION

SWANSEA UNIVERSITY, 2008 - 2009

MSc COMPUTING AND FUTURE INTERACTION TECHNOLOGIES

GRADE: DISTINCTION WITH THESIS SCORE OF 83%

SWANSEA UNIVERSITY, 2005 - 2008

BSc (HONS) MOBILE COMMUNICATIONS AND INTERNET TECHNOLOGY

GRADE: 2:1 HONOURS WITH THESIS SCORE OF 74%