

DAN GEORGE

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A Senior UX/UI Design Lead with over 18 years experience leading User Experience, Creative Design and Design Operations Delivery practices for FTSE 100 organisations across Pharmaceutical and Oil & gas industries. Expertise in leading UX practices across multiple workstreams. Lead workshops and whiteboard sessions, quickly evolving key requirements and outcomes to strategic concepts, through human, ethnography and technology research. Present high quality user experience documentation detailing persona building, user journey, information architecture and wireframes to key stakeholders, delivering the experience clearly. Progress approved UX concepts to HTML/CSS prototyping, evolving the concept through formative user testing practices. Strong technical background, with the ability to translate conceptual design into functional and interaction documentation for front-end and back-end development teams. A JIRA Scrum Master with a proven end-end to Agile and Waterfall project delivery management background, taking conceptual design through to launch, conducting summative UX testing through the development process, to ensure consistency and quality of deliverable. Continued data analysis and measurement post launch, including A/B Split testing to evolve the product and experience.

User Experience	Workshops, user journey mapping, persona development, wireframes, full UX documentation, formative and summative user testing	Adobe InDesign, Sketch, InVision, Azure RP, OmniGraffle, Balsamiq, LucidChart
Creative	Website/Email/Mobile/Campaign page design, Rapid prototyping, branding documentation	Adobe Photoshop, Adobe Illustrator, Sketch, InVision
Project Delivery	Agile Scrum Master, User Stories, Sprint execution	JIRA, Confluence, BootCamp, Slack
Development	HTML, CSS, SASS, JQuery	BitBucket, SourceTree, Git, Bootstrap

WORK EXPERIENCE



April 2017 – date: **Zentility Energy, UX and Service Design Lead (Remote Freelance)** (Maryland, US)

User journeys, persona development and IA for the redesign of the www.zentility.com website. Designed and developed automated email campaign for the 10-day signup process. Design concepts for improving the usability of the existing Desktop Energy Dashboard.

Adobe Photoshop, Balsamiq, Adobe InDesign, Keynote, JIRA, LucidChart, HTML, CSS, JS



June – July 2017 : **DooH.com, UX Designer (Freelance)** (London, UK)

UX Designer consultancy for the dooh.com executive team to evolve their current “out of home” marketing CMS. User personas, user journeys, process mapping, wireframes, user story building, JIRA project management.

Azure RP, Adobe InDesign, LucidChart, JIRA



Jan 2016 – April 2017: **AstraZeneca Pharmaceuticals, Digital Experience Leader (Permanent)** (Luton, UK)

UX Design and Digital Experience strategist for Europe and International West. Worked alongside Brand & Marketing Directors, leading workshops, building high quality UX documentation. Lead the operational and UX design to deliver a clinical trial patient retention solution for a \$300m trial, designed to scale targeting a cost savings in access of \$50m.

Lead the end-to-end UX delivery of over 30 digital projects in 2016, including HCP portals in China, Russia and Switzerland and supported the multi-million dollar commercial launch of respiratory drug Bevespi in the US.

Adobe Photoshop, Adobe InDesign, Adobe Analytics, Balsamiq, OmniGraffle, Adobe CQ 6.1 / 6.2



Nov 2015 – May 2016: **ChallengeMe, UX and Creative Designer (Remote Freelance)** (Boston, US)

Lead UX and creative design for the ChallengeMe mobile app platform.
Ethnographical UX research with stakeholders and industry experts through interviews.
Sketch Wireframes to outline key mobile app screens, detailing key user journeys.
Strategic investor decks design.

Sketch, Balsamiq, Adobe Photoshop



Mar 2013 – Dec 2015: **Accenture Interactive, UX Design and Operations Lead (Freelance)** (London, UK)

Consulted for AstraZeneca, Nova-Nordisk and Cisco.
Central to the delivery of over 100 digital projects to the highest responsive creative and code standards.
Lead channel marketing strategy sessions, created high-quality UX/UI documentation detailing key user journeys, sitemaps, wireframes and key user flows.
Creative designs to support web, email and mobile concepts for teams in the US, UK, France, Netherlands and Asia.
Built Creative, IA, UX and Email Standards documentation for the platform.
Quality gatekeeper for UX delivery across all technical and creative workstreams.
Managed, mentored and inspired delivery teams of over 100 people.
Pivotal resource for the multi-million dollar Accenture service contract with AstraZeneca.

Balsamiq, OmniGraffle, Adobe InDesign, Adobe Photoshop, Firebug/Chrome Developer (Rapid online), HTML, CSS, Bootstrap, JQuery, Adobe CQ 5.4 / 5.6 / 6.1, Adobe Analytics.



Apr 2009 – Mar 2013: **Cognizant Technologies, User Experience Digital Lead (Freelance)** (London, UK)

Consulting with Cognizant successfully delivering a diverse set of over 100 web, email and digital campaign projects.
Lead UX and Creative design end to end, producing user journeys, wireframes and HTML prototypes, visual designs and UI specifications, with a solid understanding of user-centred design principles and multiplatform design.

OmniGraffle, Balsamiq, Adobe InDesign, Adobe Photoshop, HTML, CSS, SDL, SharePoint



Sep 2003 – Mar 2009: **AstraZeneca Pharmaceuticals, UX/Creative Designer (Freelance)**



Sep 1999 – 2002: **Schlumberger, Web Designer (Freelance)**. Web Design / Development for BP



Jul 1997 – 1998: **British Airways, Junior Web Designer (Gap Year)**. Intranet Design and Development.

EDUCATION

Kingston Upon Thames University
B.Sc. Computer Science
Sept 1995 – June 1999

REFERENCES

<https://www.linkedin.com/in/danjgeorge>
Jeff Wolf – Senior Director, AstraZeneca
Andrew Finlayson – MD, Accenture Interactive

PASSION

Social Cause
House Music