

RICHARD DRON

Email: hello@richarddron.com
Telephone: +44 (0)7950 273554

LinkedIn: uk.linkedin.com/in/radron
Portfolio: www.richarddron.com

Summary

An experienced UX designer, passionate about problem solving and curious about all intersections of people, digital and the physical world. I have extensive experience both agency and client side, from large responsive websites to campaigns, apps, large touchscreen kiosks and smart tv interfaces. I am used to working on the full UX lifecycle from research to concepts and design, testing and supporting the build. While very happy getting in the zone with pen and paper, I'm also a confident communicator, at ease working with clients or in cross disciplinary teams.

Skills

Research

User testing, stakeholder workshops, interviews/surveys/questionnaires, competitor analysis, analytics, expert review

Design

Personas, storyboards, user journeys, customer experience maps, card sorting, IA, sketching, wireframes, prototypes (paper, interactive wireframes, clickable mock-ups), functional specs

Tools

Axure, Omnigraffle, Sketch, InVision, Illustrator

Experience

Freelance User Experience Designer

Vodafone / BAE Systems Applied Intelligence

July 2016 – April 2017

My time was split between the MyVodafone app and web teams, working in an agile environment to wireframe and prototype many features from topping up your account and travelling abroad, to enterprise and device diagnostics.

Freelance User Experience Designer

SMC Design

January 2016 – May 2016

User flows and wireframes for large touchscreen kiosks, in-cabin smart tv interfaces and an app for a cruise ship company.

User Experience Designer

Possible

February 2015 – December 2015

Working across a number of high profile clients on projects ranging from full responsive websites, to augmented reality apps and campaign sites (joint ventures with GreyLondon).

Projects included:

- Concept design sketching, wireframes, full specification for:
 - The Heineken Rugby World Cup website
 - Augmented reality apps for Duracell/Star Wars, and McVitie's
 - A well-known dental brand website, including an online diagnosis tool
 - A campaign site for the number one brand of sticky notes
- User research, concept design and user journeys for improvements to a consumer electronics brand website
- User research, personas and concept design for a global recruitment website

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Digital Experience Consultant

Precedent Communications Ltd

January 2013 – February 2015

I worked in both the London and Melbourne offices and was quickly promoted, taking on more responsibility, more complex projects, leading on projects, and mentoring juniors. The majority of my work was full UX lifecycle work on large responsive web builds, with pitch and proposal work, user testing projects, strategy, CX, expert reviews, and smaller ad hoc pieces too.

Projects included:

- Full UX lifecycle including research, personas, user journeys, IA, wireframes, prototypes, user testing for large responsive web builds
 - www.davidlloyd.co.uk
 - www.rnib.org.uk
 - www.bhf.org.uk – KPI's include a 277% increase in online donations, 74% increase in event registrations, 40% increase in furniture and electric donations, 22% lower form drop-off
- Research, personas, CX mapping, IA, interactive prototypes, user testing, full specifications and project handover for complete responsive website design and strategy - Imperial College Healthcare NHS Trust
- Extensive user testing projects for two universities and a professional body
- Workshops and CX mapping for a professional body
- Mobile site for a Melbourne city council

User Experience Intern

The Economist

July 2012 – December 2012

Research, user testing, design workshops, and wireframes for the main masthead, navigation and footer of The Economist website.

Life before UX

January 2004 – June 2010

Before UX I gained 4-5 years' experience in various sales and marketing roles, travelled the world, and completed my Master's degree.

Education

MSc Human Centred Systems – First class honours

City University London and Uppsala University, Sweden

2010 – 2012

BSc Ergonomics – 2:1

Loughborough University

2000 – 2003

References

Available on request