

# SAM DOBBIN

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## POSITION STATEMENT

Lead Experience Architect with over 8 years' experience delivering and managing customer experience design and usability research.

Strong leadership experience in team management, project development and strategic planning.

## EXPERIENCE SUMMARY

Over 8 years' professional experience both agency- and client-side in industries including healthcare, telecoms, energy, public sector and entertainment.

Excellent leadership and interpersonal skills that inspire, lead, challenge and motivate creative teams refined by leading large, international design teams through complex projects.

Extensive experience presenting to clients and refining solutions from creation, through development and into implementation.

Expert knowledge of the range of IA activities, including wireframes, sitemaps, persona creation, user journeys and research and testing activities.

## SKILLS

Information Architecture	Visual Design
Content Strategy	Workshop facilitation
User research	Usability testing
Participatory design	Persona and flow development
Stakeholder management	Project management

## PROFESSIONAL HISTORY

**Orange** | <http://www.orange.com/>  
*User Experience Designer (Freelance) – March 2010 - Present*

- UE Designer working on multiple streams across PC, web and mobile platforms, often focussing on transversal design.
- Responsibilities include stakeholder management, requirement

definition, rapid iterative prototyping, detailed definition and technical liaison.

**Cambridge Assessment** | <http://www.cambridgeassessment.org.uk/>

*User Experience Strategist(Freelance) – November 2009 - March 2010*

- Leading UE work on concept validation and design phases of web platform modernisation program.
- Tasks include high-fidelity prototyping, user testing, card sorting, wireframing and team management

**EntroPay** | <http://www.entropay.com/>

*Interaction designer(Freelance) – September 2009 - November 2009*

- Interaction designer working on corporate, B2B and B2C website re-designs.

**Cambridge Assessment** | <http://www.cambridgeassessment.org.uk/>

*User Experience Strategist(Freelance) – July 2009 - July 2009*

- Short-term project to define a 3-5 year online strategy for a division of Cambridge Assessment, focussing on meeting needs of diverse international audiences and improving brand positioning in increasingly competitive market
- Deliverables included concept models, sitemaps and future state user journeys.

**CVL** | <http://www.cvluk.com>

*User Research Lead (Freelance) – May 2009 - July 2009*

- Designed and led international contextual research project aimed at building a next generation search platform for a major electronics distributor
- Activities included stakeholder interviews, secondary research, research and usability test session design, screener design, liaising with recruiters and co-ordinating an international research team.

**Vodafone** | <http://www.vodafone.com>

*User Experience Manager (Freelance) – July 2008 - March 2009*

- Led design work of PC/Web experience for major product through concept development and into detailed design
- Responsibilities included managing design teams and agencies based throughout the US and Europe, communicating with product managers and internal research teams to steer product development, and guiding concept towards a 'first in world' experience

**Camelot** | <http://www.national-lottery.co.uk>

*Experience architect (Freelance) – June 2008 - July 2008*

- Experience architect working on concept development for a

- major project related to The National Lottery
- Project is currently under NDA

### **Map of Medicine** | <http://www.mapofmedicine.com>

*Lead Experience Architect (Freelance) – October 2007 - June 2008*

- Lead Experience Architect responsible for driving multiple streams of high-profile user experience work from requirements gathering to user acceptance testing
- Sole responsibility for user experience work on projects enabling drug prescription, test ordering and referral management through Map of Medicine
  - Ran requirements gathering workshops and compiled project brief
  - Designed and tested interface concepts
  - Planned contextual research and thorough usability testing approach to ensure effectiveness of solution

### **Sapient** | <http://www.sapient.com>

*Manager of Information Architecture – April 2004 - October 2007*

- Manager of Information Architecture with responsibility for delivering and overseeing end-to-end user experience from research and requirements-gathering to solution delivery
- Typical projects include:

#### **Smith & Nephew web channel** | [www.smith-nephew.com](http://www.smith-nephew.com)

- Optimised user experience of Smith & Nephew sites by fundamentally changing the way they present themselves to customers online
- Created a global platform which will come to host their hundreds of international sites within a consistent framework
- Roles on the project included planning and conducting extensive user research, participatory design sessions and usability testing; producing personas, user journeys, wireframes and sitemaps; concept creation; facilitating client workshops and managing user experience teams.

#### **BP Global Internet Platform** | [www.bp.com](http://www.bp.com)

- Developed a global platform providing a consistent user experience and look and feel for BP's 240 sites from multiple countries and 5 brands
- Project is estimated to have realised savings into the millions of dollars
- Roles on the project included concept creation; producing wireframes and sitemaps; facilitating client workshops and

managing user experience teams.

#### **Royal Mail intranet**

- Developed an intranet platform for Royal Mail including integrated asset tracking and people search functionality
- My role included sole responsibility for designing the asset tracking and people search functionality.

#### **Vodafone Wisdom**

- Led the UE work on a project to develop a knowledge management system for Vodafone call centre agents
- Activities included project planning, stakeholder management, wireframe development and workshop facilitation.

#### **RMG eBusiness strategy**

- Led the UE work on a project to define the online strategy for Royal Mail Group Businesses over the next 2-5 years
- Activities included stakeholder interviews with marketing, technology and web team leads across RMG brand companies, competitive analysis, experience modelling and process flow development.

#### **Openreach Customer Service strategy**

- Carried out an intensive ethnographic research piece to model and improve the lifecycle of a fault as it passes through the Openreach call centre
- Activities included user interviewing, experience modelling, persona and process flow development.

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## **EDUCATIONAL HISTORY**

Fitzwilliam College,  
University of Cambridge

BA (Hons) English (2:1)

Nottingham High School

4 A-levels at grade A  
10 GCSEs (6 at A\*, 4 at A)

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## **PERSONAL**

Away from work, I enjoy a range of activities. I try to stay active, and love to compete in events like triathlon and duathlon. I also enjoy track racing at the velodrome, climbing, and practicing as many martial arts as I can find. I'm currently half-seriously training for an ironman triathlon.

I speak French, try to speak German, and know enough Latin to amuse myself making up lorem ipsum text.

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## **REFERENCES**

References available upon request.