

James Sebright UX/UI Designer

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"I am a UX/UI professional with over 10 years' experience of creating quality, engaging content for British Airways, including homepages, seat sales, flight selling & servicing functionality, promotions, brands pages and microsites. My passion is creating clean, simple experiences that work for the customer across all devices. A team-player and people person with excellent interpersonal and communication skills, I'm now seeking new opportunities"

EMPLOYMENT HISTORY

UX DESIGNER, BRITISH AIRWAYS (LONDON OFFICE). October 2015 to October 2016.

Lead UX Designer on an Agile / Angular project to develop a responsive, personalised, homepage. Key responsibilities:

- Carrying out competitor and customer research.
- Sketching and wire-framing to establish page layout.
- Designing page components, creating pixel-perfect high resolution designs from user stories.
- Running stakeholder reviews and managing feedback.
- Testing designs, including telephone interviews, internal testing and guerilla testing in Terminal 5.
- Redlining designs to be built by off-site developers.
- Collaborating with stakeholders, developers, Design Management and UX designers working on other projects to ensure work across the BA portfolio is aligned.

UX Designer, Customer Complaints Portal. Key responsibilities:

- Working with stakeholders to map customer journeys, depending on complaint type, to produce an overall schema of how complaints will be handled.
- Creating high resolution prototypes in Axure across different breakpoints.
- Updating designs in response to studio testing.
- Providing general UX support to project manager as requested.

UX Designer, Real Time Arrivals and Departures. Key tasks:

- Sketching designs to create wireframes across all breakpoints.
- Creating high-resolution prototypes in Axure.
- Testing prototypes to obtain feedback on proposed designs.
- Redlining approved designs for build by off-site developers.

FREELANCE DIGITAL CREATIVE, NEWCASTLE UPON TYNE. March 2013 to October 2015

Rooted in my passion for visual communication, I provided website consultancy, photography and video services to businesses in the North East. Website services provided included:

- Development of new Wordpress sites for small businesses, including provision of photography and copy-writing.
- Maintenance and improvement of clients' existing Wordpress sites.
- General web consultancy services.

I provided photography and video services to businesses, both on location and in the studio. Striving to understand my clients' businesses and their requirements, I was able to provide them with solutions that were creative, engaging, on-brand and fit for purpose. Clients include: Coca Cola, BALTIC Centre for Contemporary Art, Sage Software, Aspers Casino and Newcastle University. I was an approved Google BusinessView supplier.

In 2015 I delivered a large project celebrating 30 years of Nissan Motors in the North East through photography, film, creative writing and oral histories. As well as being accountable for creative content, I managed the project, working with a complex range of stakeholders, including Nissan UK, North East Chamber of Commerce, Durham University and Arts Council England.

Running a business is extremely challenging and demonstrates my motivation and ability as a 'self-starter'. I was solely responsible for bringing in new work, business planning, marketing, managing social media accounts and company website, networking, accounting and making the tea.

LEAD UX / UI DESIGNER / FRONT-END DEVELOPER, BRITISH AIRWAYS (NEWCASTLE UPON TYNE OFFICE).
February 2001 to March 2013

A varied role involving both design and delivery (approx. 80/20 split), I developed new and engaging ways for British Airways to sell flights and service their customers on one of the world's busiest websites. Key responsibilities:

UX/UI Designer

- Lead UX/UI Designer on key developments on ba.com, including:
 - Site homepage.
 - Flight Selling and servicing functionality.
 - UK, US and European seat sales.
 - Online colour palette refresh.
 - Executive Club (loyalty programme) content.
 - Travel Classes pages and numerous microsites.
 - HTML emails and other communications.
- Testing new developments to ensure fitness for purpose.
- Acting as in-house creative director, responsible for the production and delivery of the creative aspect of all new media projects, replacing the need for external agencies whilst developing stronger customer focus and increasing product quality.
- Developing and expanding the BA brand online, through collaboration with Marketing and Brands departments.
- Setting design and editorial standards across BA.com
- Liaising with external agencies to standardise BA's online content.
- Conducting competitor research.
- Researching developments in new media and the internet and their relevance to BA.com.
- Producing relevant documentation including creative briefs, photography briefs, project plans and reports.

Accessibility Consultant

- Carrying out accessibility review of BA.com, making recommendations to top management.
- Acting as accessibility consultant to the Web Development Team and business users on new developments.

Trainer

- Responsible for writing and delivering training programmes to technical and commercial colleagues in Photoshop, Flash, design, branding and Teamsite (CMS).

Front End Web Developer

- Developing high profile content for one of the world's busiest websites including sales and promotions, microsites, information pages and HTML emails.
- Developing bespoke Teamsite (CMS) templates to be used by business customers.
- Setting Flash development guidelines, used for all Flash content on BA.com.
- Setting and reviewing testing standards to be used across BA.com.
- Writing test-plans for key developments.
- Testing developments to agreed standards before going live.
- Reviewing the code of team members.
- Member of the Teamsite (CMS) Support Team, supporting business and technical users across BA.com

Tools and applications

Design tools: Adobe Photoshop & Illustrator, Axure, Axshare, Sketch, Pen & Paper.

Development tools & technologies: HTML, CSS, JavaScript, jQuery, XML, Adobe Flash, Interwoven Teamsite, Wordpress, Mailchimp (HTML email engine), UNIX, PERL, Firebug.

Office tools: Microsoft Word, Excel, PowerPoint, OpenOffice.

BUSINESS ANALYST/PRODUCT DESIGNER, SAGE SOFTWARE PLC, NEWCASTLE UPON TYNE. 1997 to 2001

- Interfacing with end users to document user requirements and product specifications
- Modelling business processes.
- Developing use cases and story boards to model product workflow.
- System modelling and design.
- Documenting technical requirements.
- Interface design.

QUALIFICATIONS

Foundation Degree in Commercial Photographic Practice	Leeds Metropolitan University	2007-2009
Masters in Research in Engineering	Newcastle University	1995-1996
BA (Hons) in Business Management	Newcastle University	1992-1995