

Senior executive with Product, UX and Content expertise. 15 years digital product owner responsibility; the last 7 years focused on e-commerce and brand engagement. Has a passionate drive to build products that provide elegant solutions to business objectives. Strong commercial acumen ensures user-experience decisions are made in the sweet spot where stakeholder needs and user requirements intersect. A champion for UX within project teams and disseminating the UX aims, reasonings and decisions. Enjoys monitoring data, KPI's and user feedback for insight to steer the product road map and build tools users love. A cross-functional skill-set and management experience ensures a good understanding and communication of objectives and stakeholder interests. Experience with product development, product launches, re-platforming and re-branding is further valuable insight on offer.

**Specialities:** Product development, UX, IA, content driven SEO, brand engagement and cross-functional skill set  
**International background:** Lived and worked in Europe, Hong Kong, Indonesia, Malaysia and Sri Lanka

**Product, UX & Content Director (US, EU, ANZ)** (Sep 2013 - Sep 2015) **Capezio.com**

**USA's most iconic dancewear manufacturer and retailer, established in 1887, with a \$100m global turnover**  
**Managed the re-platform, re-design and ongoing UX of the global Ecoms and content hubs**

- Cross-functional role working collaboratively with other heads of department – Marketing, Sales and Operations
- Digital transformation experience - re-platforming, rebranding, new product launches, international expansion
- Main point of contact for product communications around priorities, developments and stakeholder interests
- Project managed external development team priorities and roadmap through weekly sprints (SCRUM)
- Created personalised UX with over 100 niche focused landing pages linking product with content, automatically updated via the content hub to drive brand engagement, authority and product awareness
- Managed the responsive website build (Magento), redesign and UX to augment the customer experience and achieve business goals – such as 360 product imagery, product-meets-content and use of Ampliance
- Established and tracked KPI data including – search, conversion, cart abandonment, newsletter engagement
- Identified customer needs and business opportunities – eg: Shoefitr to reduce returns, quick view and improved imagery / descriptions to increase conversion and rich content to build brand authority and maintain premium price
- Provided direction to UI/UX designers during development of concepts and wireframes
- Wrote user stories and acceptance criteria, to help developers and QA teams validate success of product sprints
- Setup, deigned and built the content hub “Spotlight” and managed ongoing content creation (internal and external) to be shoppable and scheduled. 1000% increased engagement and helped Facebook fans grow by 800%

**Product & UX Director** (Sep 2011 - Sep 2013) **BlinkCollective**

**An online marketplace to buy and sell ‘Experiences’**

**Responsible for the product road map, UX and ongoing-development**

- Presented business case and MVP (minimal viable product) for a new product and raised £100 000 seed investment
- Scaled the MVP using lean-startup principles and agile methodology (SCRUM) to iterate UX improvements
- Complete end to end ownership of the product vision, product development, content and social strategy
- Project managed the development of a UGC (user generated content) two-sided marketplace. The business model required scalability and users to manage: listings, bookings, calendars, messaging, payment, reviews and search
- Created user stories and acceptance criteria. Managed internal and third party developers (design and UX by me)
- Managed and mentored a team of 4 direct reports – developers and business development
- Interviewed for BBC Radio 4 show ‘You and Yours’ and helped reach over 750 experiences in 12 months

**Webuser Magazine** - Best New Website - *“Superb, impossible to fault in terms of design, content and features”*

**Product & UX Director** (Jun 2008 - Sep 2011) **MyFriendsHotel**

**An early startup competitor to Airbnb – a collaborative consumption marketplace for accommodation**

**Responsible for product development, UX and ongoing roadmap**

- Conducted market research and Social Network analysis to find opportunities in the Travel market for new products
- Built an international brand with accommodation in over 60 countries and membership from 92 countries
- Managed teams of outsourced developers to implement user stories and UX upgrades based on a defined product road map and KPIs to ensure adding, managing and booking accommodation was painless and efficient
- Lead content strategy, creation and social media initiatives to build strong UX at all points of contact
- Identified ‘Collaborative Consumption’ as a major growth area for 21st century business

**Sunday Times Travel Magazine** featured MyFriendsHotel.com in their Top 10 Travel Websites - *“One to Watch”*

**Product Development Manager** (Sep 2006 - Apr 2008) **FremantleMedia**

**Responsible for International DVD production – budgets, product vision, content and project management**

- Responsibility for budgets, deadlines, production values, UX, visual graphics and quality control
- Conceived content (interactive games / visual content), researched, interviewed, filmed and edited 'Bonus Material'
- Worked with major brands such as Jamie Oliver, The X Factor, Abbey Road, The World At War, Transformers

**Play.com, X Factor Interactive** (consumer review) - "...It's probably the slickest DVD game I've ever played"

**Senior Producer: Freelance** (2003 – present: Freelance Work) **SecondParallel.com**

**Responsible for planning and delivering digital media content for SMEs**

**Web Developer:** Project Manager, Developer, Designer

**Video Producer:** Producer, Interviewer, Director, Cameraman / Audio, Editor

**Content Director:** Ideation for content, games, bonus materials

- Worked with business owners, brand managers, directors and series producers to create digital content in various formats for diverse usages – from website to online content and stand-alone digital products
- World At War – 30<sup>th</sup> Anniversary Special. Researched, Produced and Directed 2hr documentary
- Skilates – Pilates for Skiers and Snowboarders, 2007 / 08 Ski Club of Great Britain's best selling fitness DVD

**Business Development Director** (Sep 2003 - Feb 2004) **Metropolis Production, Paris**

**Responsible for establishing business leads and evaluating market opportunities for Metropolis UK**

- European expansion plans were halted based on my findings and feedback

**DVD & Content Producer** (Sep 1999 - Jun 2003) **FremantleMedia, London**

**Responsible for project management, scheduling, budgeting and QC for all UK and International DVD releases**

- Produced hundreds of DVDs on time and on budget with no product recalls or delays to market
- "Making Of" DVD features – including 75+ Interviews e.g. Michael Palin, Julie Walters, Terry Gilliam
- Winner of 4 industry & consumer awards

**Graduate Trainee / Executive Assistant** (Sep 1997 - Aug 1999) **Pearson Television, London**

- Supported the MD, General Manager and Head of International Sales in film library valuations
- Researched global customer abilities to accept digitised content for international TV sales

SKILLS / QUALIFICATIONS

Business	Creative	Web	Social Media	Computing
Ideation	Photoshop	IA / UX	Content Creation	Word
Product Vision	Final Cut Pro	CSS	E-Mail Marketing	Excel
Business Strategy	Illustrator	HTML	Twitter Channel	Powerpoint
Metrics / KPIs	Flash	Wordpress	Facebook Pages	Google Analytics
Customer Focus	HDV Camera	Web Design	YouTube Channel	Google AdWords
Team Management	Photography	Wireframes	LinkedIn Groups	Screencasting
Personal Skills	Sports		Interests	
Fluent French	Swimming		Innovation / Design	
Full Motorbike / Driving License	Tennis		Travel / Culture	
Advanced PADI Diving Certificate	Skiing		Nature / Environment	
Windsurfing RYA Level 1	Windsurfing		Cooking / Health / Fitness	
Qualifications				
BA(Hons) European Business with French Diplôme Universitaire de Technologie (DUT) Certificate in International Business Practice 7 x Highers (Scottish A-Level Equivalent) 8 x GCSEs			Nottingham Trent University, England University of Nantes, France Nottingham Trent University, England Glenalmond College, Scotland Glenalmond College, Scotland	