

# Ian JR Ward

## **Customer Experience Design Consultant – MA in Multimedia, BEng (Hons), WSET Level 3**

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## **Profile**

- Customer journey specialist with +20 years experience in the creation of transformative journey, solution and service design for private and public sector
  - Passionate about “standing in the user’s shoes” - Apply principles of active listening and empathy to help form customer insights and hypotheses that deliver substantial value
  - Highly creative - fresh, open-minded thinking applied to any problem
  - Naturally inquisitive, analytical and democratic – enjoy having my thinking challenged & changed for the greater good
  - Personally honed and proven toolkit: Problem/Opportunity > Lean Hypothesis > Research > Insights > CX, UX methodologies and heuristics > iterative Design thinking > Test > Repeat
  - Leadership : Foster positive collaborative environments – inspirational direction/mentoring of interdisciplinary teams of marketers, CX, UX & visual designers, developers, copywriters to create fearless, distinctive, compelling design.
  - New Business: Influential in stimulating client buy-in at all organizational levels of private, public & 3rd sector - from senior executives to practitioners, from Local Government to High street Retailers to Finance to Online dating
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## **Skills**

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|---------------------------------|---------------------------------------|--------------------------------------|
| • Customer Journey Design       | • User Insights & hypotheses          | • Behavioural & psychological        |
| • Leadership & client relations | • Mapping, Process & IA design        | • Rules, algorithms & formulae       |
| • Creative workshops            | • Staff training / Stakeholder buy-in | • Graphics, Animation & Illustration |
| • Identity and brand            | • Digital media production            | • Specification & tender writing     |
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## **Career**

### **Partner, Ward Creative Partners : April 2018 – now**

#### **Human centred insight & design specialist [www.ianjrward.com](http://www.ianjrward.com)**

- Senior customer experience consultant supporting brand development, product design and marketing teams in exploring conceptual thinking and using insight to increase engagement, sales and retention
- Insight: conducting user interviews, focus groups and observation to better understand the customers motivations and form insights. Stimulus explored online (zoom) and offline leads to insights, language and personas
- Creativity: from lean hypotheses through journey mapping to IA (miro), wireframes (balsamiq) and rendered journeys/communications across digital media
- *Ethical Investment: work into understanding the meaning of money to ethical investors across varying levels of financial security and sophistication. Insights used to develop product innovation and improve engagement and retention*
- *Local Government service design: benefits analysis & scope work for LA social care digital platform, from web to assessments to e-marketplace, NHS/ASC/3<sup>rd</sup> sector integration and data analysis.*

Example clients: [Abundance](#) & [Digital 1st](#)

### **Head of Innovation, Agilisys : April 2016 – March 2018**

- Leader of ‘Agilisys Care’ – the Local Government/NHS arm of the Agilisys Products Division, providing solutions that empower the citizen to independently self-help to meet their care/health needs safely within their connected communities.

- Helping the Council, NHS & agencies to work together to achieve greater efficiencies/reduce costs/give better support
- Working with Senior Management team & cross-business divisions (Sales, Marketing, Transformation etc.) to enhance client activity and drive sales
- New Business Development – Pre-sales relationship building, completion of tenders & creation of proposals
- Subject Expert speaker (Innovation in Social Care & Wellbeing) at events, conferences & creative workshops
- Team Leader – lead multi-skilled teams of creatives and developers to deliver innovative solutions that exceed the expectations of citizens, public sector professionals and related agencies
- Work example – Social care self-assessment tools for consumer & social workers to use on tablets in the field. Result = Increased user engagement, self-confidence & independence (a Government directive) while reducing admin/staffing cost and increasing worker's job satisfaction

#### **Head of Innovation, Quickheart Ltd : Feb 2008 – April 2016**

- Lead designer of Quickheart's best-in-class, value-adding customer experiences using Unilever's Sequential Recycling model of iterative waves of design and research.
- Apply design skills to mix of consumer insights (usually Ethnographic research), Business requirements and technology to create solutions that always deliver proven uplift (10 to +100%) in sales/conversions/customer engagement.
- Design and carry out workshops, focus groups, interviews and field observations to gain consumer insights/barriers/goals and test hypotheses, concepts and prototypes.
- Creative team leader – build, and collaborate with, multi-skilled teams of designers, artists, developers, testers, translators etc. to deliver innovative solutions that delight consumers and conform to required standards (security, usability etc.) against challenging timescales.
- Important customer-relationship role across all levels of our clients' organizations to influence stakeholder buy-in and, ultimately, ensure stakeholder ownership.
- Full project lifecycle involvement - from initial sales pitch (including writing of local gov tenders and proposals) and pre-sales discussions through to consumer workshops/observations, conceptual work, prototypes, white-screen designs, IA and wireframes, algorithms and formulae, final designs, functional specs, development, testing, handover, training and post-delivery version enhancements.
- Cross-sector clients – Retail, Banks, Energy suppliers, Local government e-Market, HMRC
- Valuable insights – social care customers - their needs and goals; meaning of money - life events and fear of finance

#### **Partner, Picnic Design Agency : Jan 2005 – Jan 2008**

- Lead Creative role, working with clients to enhance their brand experience.
- Worked cooperatively with dynamic teams of mixed skill sets – artists/programmers/creatives/e-marketers/hosting providers etc. developing new media and print design work for a variety of clients, both private and public sector.
- Identity and brand development, graphic design (online and offline), print and merchandise, animation, digital photography, illustration, e-marketing/advertising (TV and print) and other marketing materials.
- Teaching : taught 'self-determined' multimedia workshops to 14-15 yr old students as part of the Pupil Referral Unit and Integration Service programme, Animation Station, Banbury.

#### **Creative Director, Machine Digital Media Ltd : Feb 1999 - Jan 2005**

- Business owner, lead creative, accounts manager and leader of mixed teams of creatives and developers
- Developed online strategy with cross-sector clients/marketing organisations to ensure solutions achieved/surpassed targets and were delivered with high levels of usability, function and flair
- Creation of profitable B2B and B2C multilingual e-commerce websites
- Creation of New media solutions. Web, Flash and Director design, animation and logic. CD-ROM, Short Animations and Video, Original music, Screensavers, Productions for exhibitions, WAP, Viral marketing and Online advertisements

#### **Freelance Web Designer : Jan 1997 - Feb 1999**

- Design and programming of bespoke website solutions for a variety of cross-sector clients.
- Complete web offering - created initial prototypes, concepts, storyboards and interface designs. Photography. Video. Programming. Testing. Training. Hosting and ISP sourcing. On and off-line marketing
- Interface design for iCat e-commerce system for cross-sector clients (Toys R Us, PCWorld, Bridgewater Pottery)
- Guest lecturer in multimedia at North Oxfordshire College of Art and Design, Banbury.

#### **Designer/Lecturer, School of Design and Manufacture, De Montfort University : Sep 1996 - Mar 1998**

- Research, design and programming of Internet, intranet and extranet solutions for both external clients' and in-house student 'social network' requirements - Required HTML, Shockwave, QuickTime, Java, Perl cgis and NT server set-up
- Lecturer of *Website Design and Development* to groups of employees and training via one-on-one sessions

#### **DSP Engineer, Loughborough Sound Images plc : Jan 1991 - Sep 1996**

## Education and Qualifications

**MA in Multimedia Design (Distinction)** : De Montfort University, Leicester : Sep 1995 - Sep 1996

**Behavioural Science for Brands** : Cannes Lions Jan 2021

**Cognitive Behavioural Therapy Diploma** : New Skills Academy 2020

Social Psychology and Qualitative Research courses

**BEng (Hons) Electronic Engineering (2.1)** : University of Derby : Oct 1993 - Jun 1995

**WSET** : Level 3 Wines & Spirits (Merit) 2016 at WInematters Oxford. Level 2 (Distinction 98%) 2015

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## Tools

Balsamiq • Miro • Google suite • Photoshop • Illustrator • Instagram • Word • Excel • Visio • PowerPoint • Project • slack • zoom • Jira • Windows • MacOS • Unix • Dreamweaver • html/css • experience with JavaScript, php, asp, MySQL

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## Leisure Interests and Personal

**Wine** : WSET Diploma student • Create wine-themed art & music t-shirts [www.vindal.vin](http://www.vindal.vin) • Harvest, tastings & vineyard/winery visits • Instagram: [@ianjrward\\_uk](https://www.instagram.com/ianjrward_uk)

**ApathyNow** : Personal illustration and animation projects. Commissioned and exhibited at the Ovada Oxford, Modern Art Oxford, UK and mural design at Hubbard St. Mural Project, Chicago, II USA • [www.apathynow.co.uk](http://www.apathynow.co.uk)

**Music writer** : Write album reviews of jazz/soul/funk/world music for online magazine [www.ukvibe.org](http://www.ukvibe.org)

Play guitar • I enjoy my family, travelling, music, art, cinema, football and cricket.

British • Married with a 13 year old daughter • Full driving license