

Ian JR Ward

Human-Centred Design Specialist – 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” - lead partners on a journey to discover that human insight-led design will always create substantial value even if that requires uncomfortable but ultimately worthwhile change.
 - Apply principles of active listening and empathy to create sustainable solutions that respond to human and environmental needs; both now and in the future
 - Personally honed and proven toolkit: Organisational Focus + Problem-solving tools + CX, UX methodologies and heuristics + Design principles
 - Leadership : Foster positive collaborative environments – inspirational direction/mentoring of interdisciplinary teams of 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
 - Naturally inquisitive, analytical and democratic – open to having my thinking challenged & changed for the greater good
 - Oversee entire Project lifecycle from NPD, pre-sales evangelism, project plan/dev to training and more...
 - Wine - WSET Diploma student (Distinctions). Wine design, harvest work. Judge at [IEWA](#) .
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Skills

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

Partner, Ward Creative Partners : Jan 2005 – now (inc part-time/dormant 2008-2018)

- Human centred insight & design specialist – senior consultant supporting brand development, product design and marketing teams in exploring conceptual thinking and using insight to delivering engaging, behaviour-changing design, Conducting user interviews and focus groups and observation to explore the social/environmental impact of investment.
- Creative analyst & service design – benefits & scope work (interviews/analysis/design) for local government social care digital platform, from web to assessments to e-marketplace, NHS/ASC/3rd sector integration and data analysis.
- Illustration and T-shirt design – wine and music t-shirt design and print brand
- www.ianjrward.com • www.vindal.vin • Instagram: [@ianjrward_uk](https://www.instagram.com/ianjrward_uk)

Head of Innovation, Agilisys : April 2016 – March 2018

- Manager 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 /delivering strategy, New Business stimulation & nurturing, Delivery partnerships & New product development opportunities – 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

- Agilisys care - www.agilisys.co.uk/products/agilisys-care

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

- Part of executive team formulating strategy and new product development opportunities.
- 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 my process design skills to mix of consumer insights (usually Ethnographic research), Business requirements and technology to create solutions that always deliver proven uplift in sales/conversions/customer engagement.
- Design and carry out workshops, interviews (Naïve listening) and observation exercises 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

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
- Training & workshops for clients' employees

Freelance Web Designer : Jan 1997 - Feb 1999

- Design and programming of bespoke website solutions for a variety of cross-sector clients. Developed briefs with clients to meet needs/budgets/target market analysis.
- 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 cgi and NT server set-up
- Lecturer of *Website Design and Development* to groups of employees and training via one-on-one sessions
- Management of small teams of designers/programmers to develop commercial CD-ROMs (using Director)

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

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

HND (part time), HNC and OND Electronic Engineering • 10 O levels/CSE

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

Cognitive Behavioural Therapy Diploma : New Skills Academy 2020

Tools

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

Leisure Interests and Personal

Wine: WSET Diploma student • Create wine-themed art & t-shirts • Harvest at Tillingham & [Brightwell Vineyard](#)

• Tastings & vineyard/winery visits • Instagram: [@ianjward_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](#)

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

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

British • Married with a 12 year old daughter • Full driving license