Huw Jenkins

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SUMMARY

UX & UI Designer with over twenty three years experience working for BT in the digital space, with a passion for creating engaging user experiences and a track record for delivering value to projects. United Kingdom Security Vetting (NVC) clearance holder until March 2022.

EXPERIENCE

Digital Experience Designer

BT May 2015 - present, Cardiff

• Research informed design process such as Design Thinking to improve user experience and positive outcomes from customer perspective.
• Working collaboratively with geographically disparate squads in iterative, incremental steps using Agile methodology.
• Sprint based approach to development cycles utilising variety of approaches including Scrum and Kanban.
• Keeping apace with current digital trends, evaluating new tools and cascading information to team members.
• Run Accessibility and User Experience practice to provide guidance, focus and coaching for the other members of the team.

Lead Front-end Designer

BT May 2011 - April 2015, Cardiff

• UX design approach with personas, card sorting, sketching and wireframes, prototyping in HotGloo and Axure, hi-fidelity design in Photoshop.
• User insight from site tracking, analytics, Heatmaps, A/B testing and performance bench-marking.
• WCAG 2.0 Accessibility compliance and usability testing, cross browser, cross device and OS testing.
• Achieved first AbilityNet accredited application status with fee-free charity donation portal BT myDonate and changing sector transparency in process.
• Other projects included Office for National Statistics Census Dataset Explorer and BT Collections Desktop.

Senior Front-end Designer

BT September 2005 - April 2011, Cardiff

• Design process included storyboarding, graphic design, web design, branding.
• Building dynamic web content in CMS platforms such as Obtree / RedDot (now Opentext) plus Rich Internet Applications in Flash and Flex.
• WCAG 2.0 Accessibility compliance and usability testing, cross browser, cross device and OS testing.
• Relate for Parents remote counselling Flash app won 'Best use of innovation' award by Charity Times magazine.
• Other notable projects included GCHQ, Pension Protection Fund and BT myDonate.

Front-end Designer

BT March 2000 - August 2005, Cardiff

• Design process included storyboarding, graphic design, web design, branding.
• Implementation of CMS solutions with custom templates specifically for Obtree (Opentext) customers.
• WCAG 1.0 Accessibility compliance, disability and usability testing.
• Working in a self funded P&L business unit provided a grounding in commercial awareness.
• Projects included Welsh Assembly Government, Lloyds Pharmacy and London Knights Ice Hockey Club.

Web Designer

BT September 1997 - February 2000 , Cardiff

• Developed external client projects end-to-end from requirements capture through to hand crafting web pages.
• Design process included story boarding, branding, graphic design and web development.
• Created database driven bespoke content managed sites in collaboration with developers.
• Awarded 'Sporting site of the year' from Business Wales magazine for Cardiff Devils Ice Hockey Club official site.
• Other projects included IRB Six Nations Rugby, Lufthanser Touchpoint kiosk application, TalkWorks and FutureTalk Flash sites.

PROJECTS

Buynet Payments

BT • March 2020 - present

• Improve the user experience of BT's PCI compliant credit card payment gateway used by our lines of business and external clients.
• Industry insight through consultation with Worldpay and PayPal highlighted a number of optimisations that could be carried out.
• Reduce friction to positively impact sales revenue by improving conversion rate of transactions.
• Reduced the number of form input fields by 50%, added auto identification of card type with Luhn checks to provide eager validation, large reduction of keystrokes and other user interactions.
• Introduced alternative methods of payment that included Apple Pay, Google Pay and PayPal wallet payments.
• Conversion rates expected to improve by at least 5% based on anecdotal data from existing customer base.
• As design authority responsibility included ensuring correct implementation of functional optimisations and visual updates.

Home Tech Expert

BT • August 2019 - February 2020

• Led a UI team of seven working on a self service application which allows BT customers to request a free technology consultation visit from an engineer, to resolve any issue with specific BT products.
• Feedback from our Contact Centre's pointed to improvements in Customer Experience by offering a free service to customers, with the aim of reducing Contact Centre activity.
• Outcome being a reduction in cost base and increased customer satisfaction.
• The Single Page Application used Axure RP for wireframing, Photoshop CC for high fidelity designs and Angular 9 framework for build.

Ecommerce

BT • August 2018 - August 2019

• Design authority role on BT's Ecommerce platform which provides a consolidated shopping cart and order journey for customers to select, validate, order and configure multiple products.
• Ran a team of 8 making improvements to the platform from both a technical and user experience perspective.
• Resolved backlog of over 300 front-end defects.
• Implementing quality planes to upgrade working practices and ultimately improving site performance and user experience.
• The project also included upgrading application UI to the new BT branding which launched across the whole business in April 2019.
• Functional and cosmetic improvements to the platform resulted in a 7% reduction in the user journey abandonment rate.

BT.com, BT Sport and BT TV

BT • May 2015 - August 2018

• Authored detailed 45 page report that included a number of strategic recommendations presented to D-level executives.
• Included site performance audit and user experience analysis on websites which formed part of BT's online estate including www.bt.com.
• Report suggested fundamental changes to website strategy that inadvertently funnelled users to email, rather than promoting our products & services.
• Implementation of new user interface across number of sub-sites that support the product range such as BT Sport, BT TV and BT Consumer.
• Outcome of re-engineering CMS platform, content re-design and removal of all third-party advertising which reduced load time by 85% on mobile.
• Clearer, faster user experience that reduced abandonment rate by 5% and improved sales conversions.

EDUCATION

Master of Arts, Electronic Media

Oxford Brookes University • Oxford, England • 1997

Bachelor of Science with Honours in Video, Imaging and Communication Technology

University of Salford • Salford, England • 1996

VOLUNTEERING

Code First: Girls - https://codefirstgirls.org.uk/

BT FurtHER - BT Centre, St Pauls, London • Curriculum consultant • July 2018 - March 2019

• Acted as consultant on BT FurtHER Digital Intensive course in partnership with Code First: Girls programme to introduce more female and non-binary individuals to the Digital industry.
• Reviewed and edited course module that covered UX and Front-end development to ensure learning aligned with current industry best practice.
• Following successful completion of the high intensity course all 30 students receive opportunities within BT for a Digital role.

SKILLS

Design: User Centred Design, UX Design, UI Design, IxD, User Journeys and Scenarios, Sketching, Wireframes, Prototyping

Research: Interviews, Diary Studies, Card Sorting, Usability Testing, Analytics, Surveys, A/B and Multivariate testing, Heat Maps

Technical: HTML5, CSS3, SASS, JavaScript, Git, GitLab, Performance & Optimisation, Site Auditing, Agile, Accessibility, Angular, Vue

Tools: Adobe CC including XD, Figma, Hotjar, HotGloo, VS Code, BrowserStack, Total Validator, Jira, Confluence, Pega App Studio, Optimal Workshop

Languages: English, Welsh