

I am a usability experience designer, information architect, interaction and interface designer with a passion for developing innovative interactive business solutions. My principle approach is to focus on the user's motivations and goals to deliver the interactive experience. I have a background in creative design and business.

I believe my life experiences bring a breadth of vision while my key skills bring depth of practice. I am able to work in the abstract and deliver in detail.

I am always concerned about the customers 'experience' of the brand and my goal is to deliver an online business fit for purpose and a product people 'want' to use.

I have a broad experience of the design life cycle: User Experience, Information Architecture, Interaction/Navigation Design, Interface Design. In this way I have guided and produced products for brands such as Matalan, Allianz, Endsleigh Financial. By doing this I have acquired the skills that allow me to take an overview of the user experience of the product. I have a nine-year career in web design, interactive kiosk design; experience of two business start-ups; and a career in design and photography for advertising. My work has been awarded and I've worked for some of the UK's top ad agencies and their accounts. I have held management level positions in previous agencies, and routinely presented to and worked with clients on a one to one basis.

Please visit my site where you will find more about my approach, methodology, and work samples to download. www.malcolmleylandcreative.com

Key Competencies

Competitive Analysis
Concept Modeling
Heuristic Evaluations
Site Maps
Content Analysis
Organisation Systems
Persona Development
Flow charting
User Journey
Scenario Creation
Wire framing
Navigation design
Usability Testing
Labeling Systems
Navigation Systems
Search systems
Visual design
Integration of brand and value propositions

Software Skills

Photoshop
Fireworks
Dreamweaver
Illustrator
Freehand
Word
Excel
Flash
Filemaker Pro
Conceptdraw office
Omni Outliner
Omni Graffle
Mindjet Mindmanager
Morea
Merlin project
ConceptDraw Webwave
MAC & PC
Html, CSS

Some brands I've worked on

Domino's Pizza
Endsleigh Financial
Matalan
Allianz
Thinc Group
Falmer
Novartis
Grand Prix Legends
Berry Asset Management
Dell
Kate Laing Vinatge
AKC

UXD Consultant - Recent contracts & projects

Domino's Pizza : Twenty day project: Ended June

User Experience Design Review with BLM Arena for one of their major ecommerce clients – Domino's Pizza. After a deep analytics review I conducted a full usability study; persona creation, expert review, and concept model with recommendations for a User Centered redesign of this major UK high street brand. By mapping user journeys with 'drop off', we were able to deliver the client a design solution that will undoubtedly improve results.

Six-month contract: Red Ant Solutions

A Marketing, Design, and Web development agency. I worked on two major brands:

Allianz Launch of Animal Health Insurance via print and web support site.
I delivered the cross media promotional creative, user experience design, interaction, and interface design solutions. I followed the project through from wire-framing to design guidelines and guided the development team to launch.

Thinc Group A city based financial services company, they are the fastest growing group of IFA's in the UK. I led the redesign of their corporate site with the goal of improving user experience for their three target audiences and improve the brand experience by creating consistency throughout the site. I created the information design, interaction design, and interface design solutions from top level navigation to separate the information for consumer, corporate, and advisors. Produced labelling systems to highlight audience promotional opportunities.
Produced design guidelines to development team.

Projects

The Authentic Kitchen Company Successful producers of high quality kitchens based in the northwest.
Charged with placing their business online, the premier goal was to qualify AKC as a leading local brand and to then generate visits to their shops. I defined the customer experience in terms of architecture, navigation and presentation of product. I started the project by creating a 'features Concept Model' for the client to easily make budgetary decisions.

Kate Laing Collectables Start up business within the vintage/collectables market.

First online presence. Taking the business online with an e-commerce solution.
I created Concept modelling, business flow for online processes, deep Competitive analysis, taxonomy, and persona creation. I created a categorisation system, navigation design, and product presentation style.

Vingenio Software Software development company.

A project for Dell. Interface design modelling for an application designed to manage product distribution.

History Continued...

2004 - 2006 Kzooart Publishing Publishers of signed limited edition prints

Developed business model and launched KZP. This involved product development, production, pricing, cost control and sales and marketing. I developed DM campaigns, sold online and direct to the high street.

2002-2004 Partner Spanish Select Properties. Marketing Spanish property in the UK

Responsible for the SSP online presence I planned the site to generate leads. I designed a navigation system for quick and easy decision making and by prompting users to respond we acquired detailed property requirements identifying 'ready now' purchasers. I implemented and managed the PPC campaign and generated a 20% response rate.

2000-2002 Lead Designer - Screen Pages Ltd. Web Design Agency

Delivering online application solutions for a wide range of financial and consumer e-commerce clients.

As lead designer and a senior manager, I was responsible for IA procedures, the user experience, and the quality of the creative output. While there I expanded the creative resource within the company. My achievements were to restyle the Matalan online presence, create an interactive experience for Falmer Jeans, create the first e-commerce solution for Grand Prix Legends, and produced the launch of Endsleigh Financial online.

2000 Head of Creative - Arya Systems Ltd. Kiosk Software Company

Arya Systems produced interactive public access kiosk systems based on Internet technology.

I developed and prototyped a uniquely adaptable Kiosk system for retail and information spaces. I Identified and branded 'Interactive Public Access' as a competitive proposition and created interactive interfaces for the touch screen software systems developed by Arya such as graphic keyboards and touchable promotional visuals.

1999-2000 Web Art Director – TBS. Web Design Agency

As web art director, I designed across media producing brochure and online portal designs. I prepared web design guidelines and I applied information design practices.

1975-1999 Advertising Photographer

As a London based photographer I worked for the major advertising and design agencies, winning awards. My unique and creative approach resulted in an identifiable visual style. I produced many high profile poster and press campaigns for blue chip clients including: BAA, British Steel, Creda, Courvoisier, Panasonic, GVA, BT and Canon.

Market Sector Experience

B2B, B2C, Finance, Healthcare, Consumer e-commerce, Portals

Qualifications

Warrington College of Art & Design

Art & Design Foundation

Kent Institute of Art & Design

BA Hons Design

Interests

Business, Art, Motor sport, Keeping fit and good health generally.

Awards

Industry design award from the New York Art Directors Institute.