

Simon Poole CV

Portfolio: www.simontpoole.com

December 2019 - Present

CHASE UK (JP MORGAN) | VP PRODUCT DESIGNER

Designed the entire web experience (marketing, editorial, support, campaigns, surveys and more), from concepts to detailed architectural maps and final designs as well as supporting the creation of the web design system and its components, documenting of these and spec'ing for developers. Also responsible for leading the designs for backend and reporting tools as well as future endeavours on the banking app itself.

Key achievements:

- Oversaw the launch of the Chase UK website and all supporting web features.
- Designed the 3D Secure authentication screens for payment journeys.
- Led design of backend tools for developers and content writers.
- Supported in creating a web design system from the ground up.

December 2018 - December 2019

SAINSBURYS ARGOS | SENIOR EXPERIENCE DESIGNER

Lead the design for the entire basket & checkout (delivery and collection) experience as well as sign up & log in. An end to end role of drawing requirements and running workshops, undertaking research where required and supporting the UX researcher in larger pieces, to wireframing and producing high fidelity designs to hand off to developers.

Key achievements:

- Responsible for the redesign of the checkout experience.
- Led redesign of the sign up and login experience.

September 2016 - December 2018

ASOS | SENIOR UX DESIGNER

Working on the post-checkout customer experience from logging in, tracking orders, managing account details, creating returns, receiving help from customer care, to engaging with the loyalty programs, this role at ASOS really focuses on customer retention. This was a full end to end role, from drawing requirements from stakeholders via workshops and meetings, qualitative & quantitative research for current & proposed solutions to creating wireframes and prototypes across responsive web, native iOS and Android, working on the user stories and with multiple dev teams to pass UAT's and into live.

Key achievements:

- Created and led the redesign of entire My Account section.
- Created and led the redesign of entire Customer Care section.
- Led design of the implementation of new GDPR guidelines for ASOS loyalty scheme.
- Key contact for accessibility across 3 platforms.
- Managed junior UX & UI's.

November 2015 - March 2016

NCSOFT | FREELANCE USER EXPERIENCE CONSULTANT]

Consultancy role to help NCSOFT understand who their customers are, what actions they undertake throughout their journeys across web, launcher & game and how to improve the overall customer experience. Evaluation and implementation of suitable tools and processes for data collection, utilisations of qualitative data from customer feedback, requirement gathering from stakeholders across the spectrum of publishing and technical teams and finally, refining & creating user flows, wireframes and high fidelity mock-ups.

Key achievements:

- Supported in the redesign of the NCSOFT PC launcher.

February 2014 - June 2015

SEGA | PRODUCT MANAGER

Managing the creation of a publisher and studio “customer identity” and overseeing the strategic web planning to execute this, the role also extended to supporting studios on development of game services. Drawing of product requirements from key stakeholders, detailing and translating them into user stories for the technical teams; to creating flows for optimal user journeys, high fidelity prototypes to showcase to stakeholders and analysing & refining site architecture off the back of user and market research.

Key Achievements:

- Creating and overseeing the customer experience of a brand new SEGA platform, most notably user account creation, SSO logic and customer service tools across web and game client interfaces.
- Supporting and being involved with supporting SEGA & its studios with all of their major game releases across 2014 & 2015.

December 2011 - February 2013

BT BUSINESS | UX DESIGNER

Oversaw the whole UX experience of the new billing website; taking an old desktop application and translating it into a modern and innovative online solution from SME's to global sized businesses. Drawing requirements, developing ideas, constructing user journeys, managing the creation of wireframes (with external agencies) and presenting finished products back to the business. Critiquing parts of the current experience and creating solutions for journeys with poor response rates or high user dropouts, in line with the teams key KPI's.

Key Achievements:

- Overseeing the entire UX experience of a brand new online billing website as well as aiding in the marketing of the site.
- Reviewing in life journeys, and amending journeys with low click through rates and poor performing KPI's to hit quarterly targets.

March 2010 - December 2011

NET A PORTER | MID WEIGHT WEB PRODUCER

Working across the 3 clients in the brand; NET-A-PORTER, THE OUTNET & MR PORTER. Responsible for liaising across editorial, design, marketing, UX and IT teams to advise, manage and create daily web projects. Developing and managing creative technical solutions exclusively for MR PORTER on its entire web based content.

Key Achievements:

- Lead web developer on the rebrand of TheOutnet.com.
- Web developer on creation and launch of MR PORTER project in an Agile environment.
- Web producer formulating and creating weekly NET-A-PORTER magazine (shortlisted in 2011 Design Week Awards).
- Lead web producer on MR PORTER overseeing weekly magazine creation, championing UX principles and proposing and overseeing new functionality for the overall site.

Education

2008 - 2009

MA Interactive Media – University of the Arts London

2004-2007

BSc Psychology – University of Essex