

USER EXPERIENCE STRATEGIST

I am an experienced web design and user experience professional with over 10 years industry experience across a wide variety of projects, media and industry sectors. My specialty is in user research and needs analysis, using this to inform strategy and guide design.

I am at my strongest when operating at a high level, providing strategy and direction to team-mates who work at a detailed level to implement solutions. My broad experience and holistic perspective allow me to successfully integrate business requirements and technology specifications with design and usability.

CORE COMPETENCIES:

- ◆ User research and ethnography
- ◆ Solutions architecture and strategy
- ◆ Conceptual design and prototyping
- ◆ Information architecture
- ◆ Usability testing and evaluation
- ◆ Mentoring and training

PROFESSIONAL QUALITIES:

- ◆ Track record of dedicated service to the job
- ◆ Demonstrated ability to deliver solutions that meet objectives, achieve results and build repute
- ◆ Extensive knowledge of all areas of web design and production
- ◆ Strong problem solving skills
- ◆ Excellent written and verbal communication skills
- ◆ Able to work independently or as part of a team
- ◆ Passionate and enthusiastic, with high standards and a commitment to quality
- ◆ Holistic approach and big picture view

TOOLS AND TECHNIQUES:

- ◆ User interviews
- ◆ Contextual enquiry
- ◆ Focus groups
- ◆ Narrative and storytelling
- ◆ Stakeholder requirements workshops
- ◆ Mental and conceptual models
- ◆ Audience segmentation
- ◆ Personas
- ◆ Qualitative data analysis
- ◆ Wireframing
- ◆ Task analysis
- ◆ Use cases and user scenarios
- ◆ Paper prototyping
- ◆ Rapid prototyping
- ◆ Usability testing
- ◆ Card sorting
- ◆ Heuristic evaluation
- ◆ IA testing (aka CBCE or tree testing)

PATRICK KENNEDY

PROFESSIONAL EXPERIENCE

News Digital Media, Sydney

April 2008 – present

Design Research Lead (initially Senior Experience Architect)

Provided extensive design research and user experience design services for some of Australia's leading commercial websites and mobile sites.

Clients include:

- ◆ News Limited
- ◆ The Australian
- ◆ News.com.au
- ◆ Carsguide
- ◆ True Local
- ◆ Vogue Australia

Key contribution:

- ◆ Managed multiple design research projects
- ◆ Provided UX consulting services for a major CMS implementation
- ◆ Mentored and supported fellow team members
- ◆ Helped establish team knowledge sharing initiatives
- ◆ Presented at industry events and conferences (incl. OZ-IA, Ark Group, UX Australia)
- ◆ Represented company at industry functions (incl. Web Directions, WUD, OZCHI)

Step Two Designs, Sydney

Jan 2006 – April 2008

User Experience Specialist

Projects range from evaluating the usability of records classification schemes, mentoring clients on website audience modelling, developing an intranet strategy to redesigning the information architecture for large websites and intranets.

Clients include:

- ◆ ACT Health
- ◆ Australian Taxation Office
- ◆ Caltex
- ◆ Canon Australia
- ◆ Child Support Agency
- ◆ Comcare
- ◆ Ernst & Young
- ◆ Freehills
- ◆ Geoscience Australia
- ◆ Macquarie University Library
- ◆ National ICT Australia
- ◆ NSW Dept. Community Services
- ◆ South Australian Police
- ◆ Sutherland Shire Council

Key contribution:

- ◆ Published papers on accessibility and other user centered design topics
- ◆ Helped to establish new initiatives: *Intranet Leadership Forum* and *Intranet Innovation Awards*
- ◆ Instrumental in new business successes, adding high-profile clients to the firm's client list
- ◆ Re-initiated public *IA Fundamentals* workshops
- ◆ Presented at industry events and conferences (incl. Open Publish, OZ-IA, WSG)
- ◆ Represented company at industry functions (incl. UPA 2007, Web Directions, WUD, OZCHI)

PATRICK KENNEDY

CMW Interactive, London

Sep 2002 – July 2005

Head of Technology and IA

Established and managed IA and User Experience capabilities of agency. Designed and implemented User-Centred Design methodologies and oversaw integration into production processes. Collaborated with external suppliers to conduct in-depth user testing and analysis. Developed curricula and facilitated awareness training for colleagues and clients. Undertook much hands-on work, keeping abreast of latest conventions, innovations, technologies and tools. Cross-disciplinary consultation. Programming, page coding, data integration.

Clients included:

- ♦ Renault Retail Group
- ♦ Porsche
- ♦ Transport for London
- ♦ HFC Bank (part of HSBC)
- ♦ flybe (British European airways)
- ♦ Cabinet Office e-Government Unit
- ♦ the Community Action Network
- ♦ Cadbury

Key contribution:

- ♦ Instrumental in new business successes, adding high-profile clients such as Cadbury's, flybe, and Transport for London to the agency's client list
- ♦ Received personal commendations from several clients
- ♦ Championed accessibility cause; highly regarded as resident expert in the field and initiated working relationship with organisations such as RNIB
- ♦ Project management of many projects, incl. client liaison
- ♦ Selection of key software choices: CMS, collaboration tools, development tools
- ♦ Development of agency website, newsletters, extranet, intranet

Leo Burnett Digital, Sydney

Jan 1999 – Aug 2002

Head of Technical

Core member of initial team, performing all technical production. Promoted to manage 12-strong technical development team. Supervised delivery of technical project deliverables. Executed recruitment and training, resource allocation, and employee assessment functions. Collaborated on concept development and planning with creative and account teams. Created and managed supplier relationships. Spearheaded development of agency's IA and User Experience capabilities. Introduced User-Centred Design processes to colleagues.

Clients included:

- ♦ Subaru
- ♦ Kelloggs
- ♦ Hewlett Packard
- ♦ Panasonic
- ♦ Arnotts
- ♦ Cable & Wireless Optus
- ♦ Woolworths
- ♦ Tourism NSW
- ♦ Penfold's Wines
- ♦ Connex

Key contribution:

- ♦ Participated in many new business campaigns, netting clients such as Penfolds and Arnott's
- ♦ Involved with numerous projects that received industry awards

PATRICK KENNEDY

- ♦ Well known and respected by senior management for hard work and commitment
- ♦ Authored numerous internal procedures and policies
- ♦ Project management of most projects, incl. client liaison
- ♦ Recruited majority of team members, incl. freelancers
- ♦ Development of agency websites, newsletters, extranet, intranet

Keycorp Limited, Sydney

Dec 1997 – Jan 1999

Web developer

Recruited to redesign and manage company's internet presence. Collaborated with Marketing Communications department to develop online branding and content publication processes. Provided 1st and 2nd level IT support.

Freelance, Sydney and London

1994 – present

Information architect and web designer

In between, or in parallel with, my full time employment, I have undertaken various contract roles and pro-bono work involving web design, development, strategy, online marketing, user research and information architecture. Clients included: DMG.net, State Library of NSW, RedKite and a number of small businesses.

EDUCATION

*Bachelor of Computer Systems Engineering
+ Diploma of Engineering Practice (1999)
University of Technology, Sydney – Sydney*

PROFESSIONAL AFFILIATIONS

Australian Market and Social Research Society

www.amsrs.com.au



Usability Professionals Association

www.upassoc.org



Human Factors and Ergonomics Society of
Aust. (Computer-Human SIG)

www.chisig.org



Information Architecture Institute

www.iainstitute.org



Web Industry Professionals Association

www.wipa.org.au



The Web Standards Group

www.webstandardsgroup.org



PATRICK KENNEDY

PERSONAL QUALITIES

- ♦ Renowned as a veritable almanac who enjoys building and sharing knowledge
- ♦ Eager to utilise talents other than those listed in job description
- ♦ Keen (although dry) sense of humour and good natured, gets along well with team-mates
- ♦ Known and respected by all as a hard-working, reliable and punctual person
- ♦ Familiar with advertising, marketing and 'new media' environments
- ♦ Well travelled
- ♦ Hobbies and interests: travel, history, movies, snow sports, motor-racing

REFEREES

1. Stephen Cox

(former) User Experience Director, NDM
Phone: 0404 049 747
Email: intuity@gmail.com

2. James Robertson

Managing Director, Step Two Designs
Phone: 02 9319 7901
Email: jamesr@steptwo.com.au

Written references provided on request.

LinkedIn profile with testimonials: <http://www.linkedin.com/in/patrickkennedy>