

USER EXPERIENCE ARCHITECT

I am an accomplished user experience and information management consultant with over 10 years industry experience across a wide variety of projects, and international markets.

CORE COMPETENCIES:

- ◆ Information architecture
- ◆ Ethnographic and design research techniques
- ◆ Usability testing and evaluation
- ◆ Prototyping and modelling
- ◆ Mentoring and training
- ◆ Best practice web design and development

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 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
- ◆ Fastidious with a high attention to detail

TOOLS AND TECHNIQUES:

- | | |
|------------------------------|-----------------------------|
| ◆ Stakeholder interviews | ◆ Wireframing |
| ◆ Card sorting | ◆ Interaction flow diagrams |
| ◆ Heuristic evaluation | ◆ Use cases |
| ◆ Contextual enquiry | ◆ Personas |
| ◆ Task analysis | ◆ Paper prototyping |
| ◆ Anecdote circles | ◆ Rapid prototyping |
| ◆ Narrative and storytelling | ◆ Usability testing |

KEY CLIENTS:

News Limited, Canon, Macquarie University, the ATO, Sutherland Shire Council, Caltex, Freehills, Vogue, the South Australian Police, AMP, Arnott's, Cabinet Office e-Government Unit (UK), flybe (UK), Heineken, Hewlett-Packard, HFC Bank (UK), Kellogg's, Optus, Panasonic, Porsche (UK), Renault (UK), Subaru, Tourism NSW, Transport for London (UK) and Woolworths. I also have experience working with several charitable and not-for-profit organisations.

PATRICK KENNEDY

PROFESSIONAL EXPERIENCE

News Digital Media, Sydney

April 2008 – present

Senior Experience Architect

Provided extensive information architecture 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
- ◆ Vogue Australia
- ◆ Many other 'internal' clients

Key contribution:

- ◆ Helped establish team knowledge sharing initiatives
- ◆ Presented at industry events and conferences (incl. OZ-IA)
- ◆ 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
- ◆ RACQ
- ◆ South Australian Police
- ◆ Sutherland Shire Council

Key contribution:

- ◆ Published public 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)
- ◆ Responsible for getting internal development projects completed

PATRICK KENNEDY

Freelance, Sydney

Sep 2005 – present

Information architect and web designer

Various contract roles and pro-bono work involving web design, web development, strategy consultation, online marketing, user research and information architecture design. Clients included: State Library of NSW, RedKite and various small businesses.

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

Freelance, Sydney and London

1994 – 2005

Web designer

Freelance projects undertaken for a variety of clients. Usually involved full-service web design; client consultation, planning, project management, analysis, design (technical, creative and user-centered), implementation, accessibility, SEO.

PATRICK KENNEDY

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
- ◆ 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.

DMG.net, Sydney

Feb 1997 – Dec 1997

Web developer

Freelance Flash developer, working on media and publishing industry clients.

Object Technology International, Sydney

Feb 1996 – July 1996

Programmer

Software development (using SmallTalk programming language) and User Interface design.

PATRICK KENNEDY

EDUCATION

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

PROFESSIONAL AFFILIATIONS

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



Society for Technical Communication, incl. Usability SIG (2002-2005)
www.stcsig.org/usability/



Australian Interactive Media Industry Association (2005-2008)
www.aimia.com.au

PERSONAL QUALITIES

- ◆ Renowned as a veritable almanac who enjoys helping others and sharing knowledge
- ◆ Eager to utilise talents other than those listed in job description
- ◆ Keen 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

James Robertson

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Mark Renshaw

Digital Practice Lead, Arc Worldwide
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Kieran Ots

Creative Director, Leo Burnett Digital
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Email: kieran.ots@leoburnett.com.au

Written references provided on request.