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Rick Deeks – User Experience Architect

Professional Profile

I am an accomplished UX Architect with over 20 years of industry experience, dedicated to understanding the behaviour of users and their social and emotional triggers and identifying and designing for all touchpoints of the user experience. I have worked on various projects, including B2B billing applications, VoIP applications, eCommerce, interactive TV, customer account management, native apps, and AI- and ML-driven applications. I also have extensive experience in platform migrations and integrating 3rd party systems and many greenfield projects.

I am comfortable working with development teams, business owners, marketing professionals, graphic designers, testers, etc. I recognise and address conflicts between user needs, system constraints and business goals and interact well with all stakeholders to offer solutions without compromising the user experience.

To view my online portfolio, please visit <http://www.rickdeeks.co.uk>

Experience

Lead UX Designer (Contract)

Stepstone Group

March 2023 – Oct 2024

- Led UX design for a new AI-powered job ad analysis tool, helping candidates understand their potential by comparing their skills and experience with job requirements
- Designed wireframes and interactive prototypes, conducting user testing to validate concepts and ensure an intuitive job search and application process.
- Collaborated closely with data scientists and developers to shape AI models, ensuring user-centric design principles were embedded into the product's intelligence.
- Designed new features to empower users with confidence-boosting tools, encouraging applications through the platform rather than directly with employers.
- Delivered end-to-end UX solutions, from ideation to implementation, driving product innovation and aligning stakeholder needs with user expectations..

Lead UX Designer (Contract)

Wongdoody (Agency)

October 2021 – April 2022

- I worked with the Visual Stories team at **The Financial Times** to create a game that allowed readers to understand the challenges of reaching net zero by 2050.

- I worked alongside climate modellers from the IEA to create scenarios and possible actions and present these in an engaging and fun way using gamification techniques.
- Built prototypes and led the users' testing of both the gameplay and narrative.
- I also worked as a UX designer on the **Sainsbury** and **Argos** Insights Platform's homepage and on some new reporting functionalities.

Senior UX Designer (Contract)

Stepstone

August 2019 – January 2021

- Worked within the B2B experience team on an enterprise project to harmonise disparate platforms and multiple brands into one single experience.
- Designed tools for recruitment consultants and agencies to manage and track the performance of job listings and applications.
- Test the current ecosystem platform in terms of IA, copy, and images to build the case for a redesign.
- Create high-functioning Axure prototypes for testing with users and validation within the business.
- Establish components for a new design system.

Lead UX Architect/Service Designer (Contract)

Lloyds Banking Group

January 2019 – August 2019

- Working within the Machine Intelligence program alongside data scientists to design new products including automated forecasting tools for financial analysts.
- Examined current ways of working to identify to create a target state for end-to-end financial forecasting.
- Created storyboards and functional Axure prototypes as specifications for development teams

Senior User Experience Architect (Contract)

Totaljobs

January 2018 – October 2019

- Lead UX designer responsible for completely reimagining the entire job seeker experience for Totaljobs and its associate brands.
- Conducted testing of new brand guidelines with users to measure the perception of the tone of voice and branding style.
- Helped to define and run research projects for a deeper understanding of user needs and feed the findings into designs
- Planned, facilitated and created assets for user testing of new concepts for core journeys and new features.
- Introduced new features that used AI, Machine learning and persuasion principles to give each user an individual and bespoke experience.
- Gained buy-in from product owners to see projects be included in the 2018/19 business roadmap.

Senior User Experience Architect (Contract)

Ticketmaster - Seatwave

October 2017 – December 2017

- Sole UX designer responsible for improving the user experience of highly complex B2B legacy systems during a platform migration.
- Designed 3 back-end applications:
 - Financial settlements tooling for third-party sellers of events tickets.
 - Events mapping tool to map event details between Get Me In Ticketmaster and Seatwave platforms.
 - Customer services application for enquiries from buyers with billing and ticketing queries.
- Responsible for researching users and the creation of personas.
- Assisting with requirements gathering.
- Delivery of highly interactive Axure prototypes and wireframes for testing and evaluation with users.

Senior User Experience Architect (Contract)

Stepstone UK

October 2016 – July 2017

- Responsible for redesigning the Native App experience (iOS and Android) for the Stepstone Group.
- Implementing new features and improving the existing user experience for multiple brands across many countries.
- Managing the requirements of various product owners and Customer Experience teams across multiple brands.
- Delivering highly interactive prototypes for validation with stakeholder and user testing.
- User research, experience mapping and lab-based and guerrilla testing.
- Requirement gathering and the creation of User Stories.

Senior User Experience Architect (Contract)

The Economist Group

January 2016 – July 2016

- Working as part of a globally distributed team of stakeholders, I was the sole UX architect responsible for improving the user experience during the re-platforming of the Economist eCommerce journey. I was also responsible for the managed account area of the website.
- Creating a responsive solution to the eCommerce and checkout journeys.

- Delivering UX specification and documentation in the form of wireframes and interactive Axure prototypes for desktop, tablet and mobile.
- End-user testing of prototypes both remotely and face to face. Collating results and presenting findings back to senior stakeholders.

Senior User Experience Architect (Contract)

Totaljobs Group

April 2014 – December 2015

- Working client-side in a fast-paced and dynamic environment for the largest and fastest-growing online recruitment business in the UK with over 7 million active users.
- Responsible for improving the user experience of existing user journeys and the creation of new features and services. Working as the sole UX resource in an agile environment with scrum teams and product owners on multiple projects simultaneously.
- Delivering UX specification and documentation in the form of wireframes and interactive prototypes for desktop, tablet and mobile. Balancing business needs against the requirements of customers using persona documentation.
- User testing of prototypes. Collating results and presenting findings back to senior stakeholders.

Senior User Experience Architect (Contract)

Coast Digital (Agency)

February 2014 – March 2014

- Freelance position for a digital marketing agency working on the redesign of The Education and Training Foundation website. I worked in a lean UX environment with the head of strategy, one developer, and a visual designer to very tight timescales.
- Heuristic Evaluation of existing website. User research and persona creation. Wireframe creation and clickable prototype. Responsive Web Design.

Senior User Experience Architect

BT Usability Group

August 1999 – July 2013

- Working for what is now known as BT's Usability Team since joining the company in 1999. I was the 'go-to' person when a project or product needed UX improvements, visualisation of UX concepts, prototypes, wireframes, user flows or just a conversation about UX.

- Engaged as a lead UX designer on a wide variety of projects both internal employee-facing and external consumer-facing.
- Pioneered the use of interactive prototyping to improve the design process using Axure RP.
- Collaborated on the creation of a set of Usability Acceptance Criteria, a tool used to measure the effectiveness of good UX.
- Briefed and managed external teams tasked with providing visual design, development or user testing.
- Regarded as a subject matter expert, held UX surgeries and sat in on various meetings to offer UX guidance and solutions.

EDUCATION

BSC HONS SOFTWARE ENGINEERING UNIVERSITY COLLEGE SUFFOLK
Final dissertation: Application of web heuristics to improve UX for SME web presence

HND ART AND DESIGN UNIVERSITY COLLEGE SUFFOLK