

# Justin Buckley

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## Public Portfolio and Design Statement:

<http://aisforarchitecture.com>

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## Summary

My priorities at this point in my career revolve around finding the caring, creative environments where I can help deliver the world-class design outputs that make a real difference to people's lives.

I am often at my best when I am contributing to design as a practising designer but am also able to offer exceptional strategic oversight and direction, based on decades of experience delivering award-winning design for groundbreaking platforms and products.

I am a bold and deeply empathetic designer, instinctively connected to technology, whose work is underpinned by robust design thinking and proven creative methods that bring teams together and put people at the heart of every design.

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## Work and Career

### 2018

Short career break, due to illness and family, plus pursuit of personal projects.

### 2017

Lead Design Consultant - Innovate Finance / Prophet

- Responsible for the Digital Transformation Strategy for this prestigious FinTech member organisation that represents the voice of UK FinTech within the global FinTech world
- Key activities included: development of UX strategy, UX concepts and feature-sets; design and running of workshops; oversight of design concept development

*Key aspects:* Design Strategy • Product Design and Prototyping • UX Architecture and Interaction Design • Information Architecture • User-Centred Design + Lean UX

### 2015 - 2016

Lead Designer - World-Leading Global Bank / RMA Consulting

- Responsible for the Design Transformation of the business and corporate online banking payment application for one of the world's largest and best known global international banks and leadership of the "full stack" design team (UX, visual design, copy)

- Led the programme into customer pilot in January 2016. The design is receiving positive feedback from customers
- Global, international banking and payments; the programme transforms the user experience and technical implementation of the banking system used daily by businesses and enterprises across the globe
- Contemporary front-end architecture design liberates and future-enhances an application previously maintained in a legacy mainframe codebase
- Lead Designer/UX Architect, directing the design team and acting as principal point of contact for all other teams within the programme

*Key aspects:* Scope • Delivery • Team Leadership and Programme Management • Design Strategy • Planning • UX Architecture and Interaction Design • Processes and Quality • Documentation and Pattern Management

## **2014**

### **Lead UX Designer - Bloomsbury Publishing / Propagator**

- Responsible for the multiple award-winning UX and Service Design of a brand new learning platform from Bloomsbury Publishing, the world's largest academic publisher in the visual arts
- Strategically critical flagship service to position Bloomsbury within the transitioning digital textbook and learning market
- The application houses multiple libraries of world-leading textbooks, research content and cutting-edge interactive learning tools

*Key aspects:* UX Architecture and Interaction Design • Product Design and Prototyping • User-Centred Design • Information Architecture

## **2011 - 2013**

### **Design Operations - Deutsche Bank / Tobias & Tobias**

- Led Design Operations for a team of 12 designers at Tobias & Tobias, undertaking a complete redesign and replacement of Deutsche Bank's flagship Foreign Exchange (FX) trading platform
- Governance, Quality and Delivery
- The new platform has won multiple awards for its design and execution and supports the bank's ambition to trade 1 trillion Euros per week through its FX offering

*Key aspects:* Delivery • Documentation and Pattern Management • Processes and Quality • Scope • Team Leadership and Programme Management • UX Architecture and Interaction Design

## **2010**

### **Lead UX Designer - NEST / TCS**

- Responsible for the application architecture and design for the £600m programme to create NEST, the UK's new workplace pension scheme for everyone
- With the broadest possible user base to deliver to and a highly complex and hugely varied mixture of both linear and non-linear tasks for the application to cover, I drove the design solution with a super-robust but elegantly flexible application architecture based on a ground-breaking system metaphor that brought the whole programme team together behind the system design
- The design and ease-of-use of the application was cited as the "tipping point" in the Government review board's recommendation to move ahead with the workplace pension auto-enrolment legislative programme within the UK

*Key aspects:* UX Architecture and Interaction Design • Design Strategy • Product Design and Prototyping • User-Centred Design • Information Architecture • Team Leadership

## **2005 - 2009**

### **UX Consultant - Various Clients and Projects**

Delivered projects and application designs for some of the UK and the world's largest brands and organisations.

#### *Brands and organisations:*

Intel, Hewlett Packard, Microsoft, Citibank, AOL, LloydsTSB, Waterstone's (e-commerce and social/community platform), Orange, Yahoo!, Cheltenham & Gloucester, Atari, Coca-Cola, Nokia, Boots, Roche, Institute of Contemporary Arts, Oxford University Press, Zurich Insurance, British Council, Setanta Sports, British Television Advertising Awards, BT, Sky, The Guardian, British Gypsum, AkzoNobel, Breast Cancer Campaign

#### *Agencies and suppliers:*

TCS (Tata Consultancy Services), Tobias & Tobias, LBi, MRM Worldwide (McCann Worldgroup), Publicis Modem, Fullsix, Dare, Draft FCB, DNA, tribal DDB, spin, proximity London, Grand Union, SPF15, Propagator

## **2000-2005**

### **UX / Technology Consultant - Various Clients and Projects**

Worked at some of London's most dynamic agencies, including Syzygy, Oven Digital and Object 1. Clients included EY (Ernst & Young), Met Office, Mazda, DaimlerChrysler and more

## **1998-2000**

Guardian Newspapers Ltd

Built and launched the multi-award winning Guardian Unlimited network of websites

## **1996-1998**

University College London

Designed and engineered a ground-breaking (and still up and running 20 years later!) e-learning web application for the teaching of language grammar and syntax using cutting-edge dynamic HTML and javascript technology for interactive exercises and webpage animations

## **1991-1996**

University College London

SGML and web technology; e-learning and research in the field of language usage and corpus linguistics

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## References

**Paul English (was Partner and Digital Practice Lead, Prophet - now Consulting Principal at OgilvyRED)**

paul.english@ogilvy.com

**Maya Schulz (Client Services Director, RMA Consulting)**

maya.schulz@rma-consulting.com

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## Education

### **1988-1991**

BA, English Language and Literature, University College London