

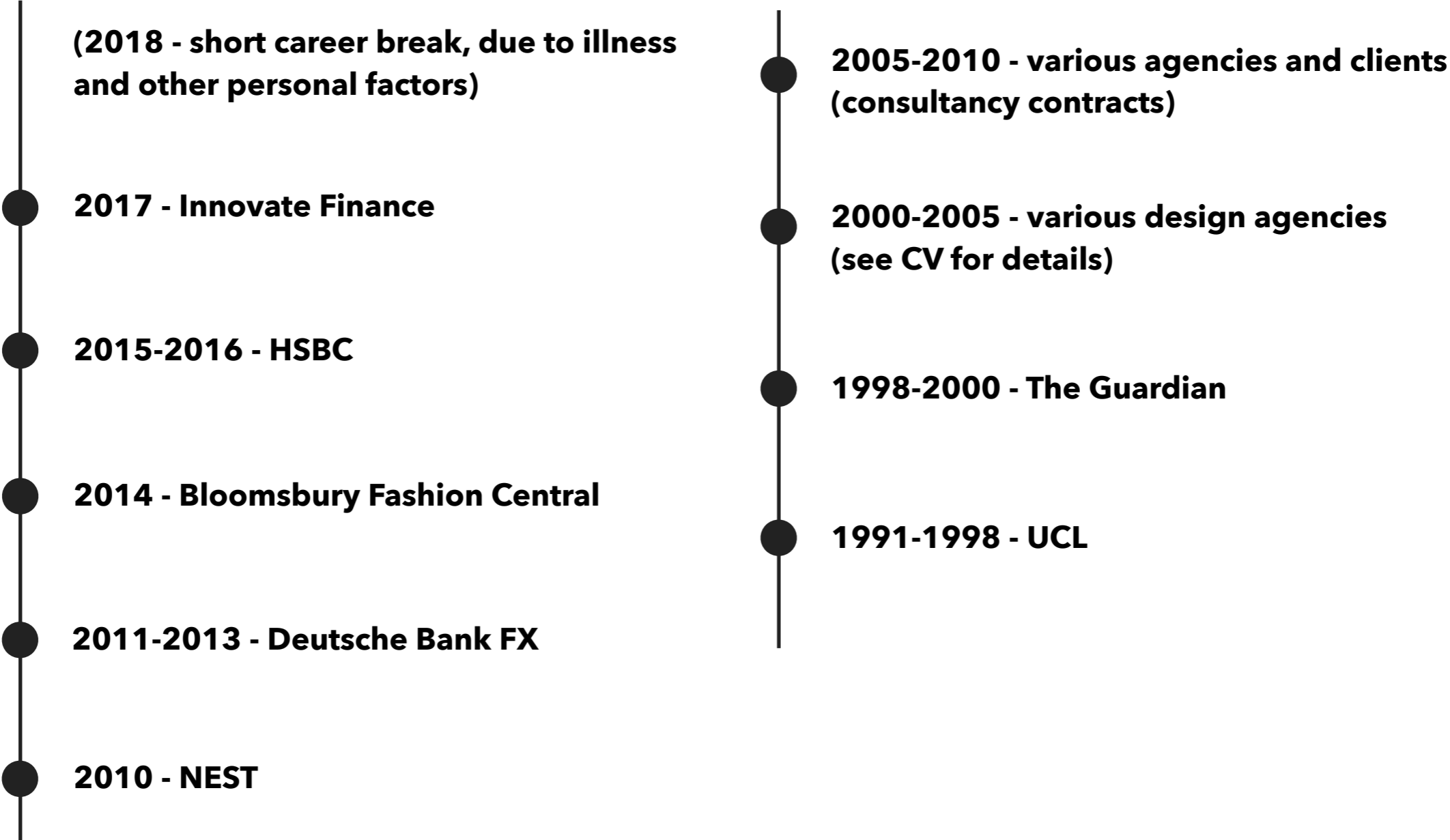
WORKING AT THE INTERSECTION OF PEOPLE AND TECHNOLOGY.

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JUSTIN BUCKLEY // PUBLIC DESIGN PORTFOLIO // 2019

# CAREER SUMMARY TO DATE

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NOW...

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I am looking to join a team with a diverse, open and inclusive culture...

where I can put my design experience and know-how to best use and grow designs that help improve people's lives...

working in a creative and caring environment with people that will help me also to continue to grow and learn...

and with whom I can work to maximise the positive and empowering impact of design that lies at the heart of my philosophy.

## PRIORITIES AND DIRECTION...

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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.



PUTTING PEOPLE AT THE HEART OF THE DESIGN...

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IN ANTICIPATION OF  
PEOPLE'S

**NEEDS**

IN SUPPORT OF  
PEOPLE'S

**AMBITIONS**

**PEOPLE-  
ACTIVATED  
DESIGN**

INSPIRED BY  
PEOPLE'S

**MOTIVATIONS**

AND FEARLESSLY  
REMOVING

**BARRIERS**

## **ACCESSIBLE**

EASY TO UNDERSTAND

OPEN AND INTUITIVE

FITTED OUT WITH EASILY DISCOVERABLE  
AND LEARNABLE FEATURES

## **RELEVANT**

BUILT AROUND PEOPLE'S GOALS AND  
AMBITIONS

ROOTED IN THE CONTEXTS OF PEOPLE'S  
DAY-TO-DAY ACTIVITIES AND  
WAYS OF THINKING

## **SEAMLESS**

JOINED-UP WITH EXTERNAL FACTORS AND  
PEOPLE'S REAL, EVERYDAY LIVES

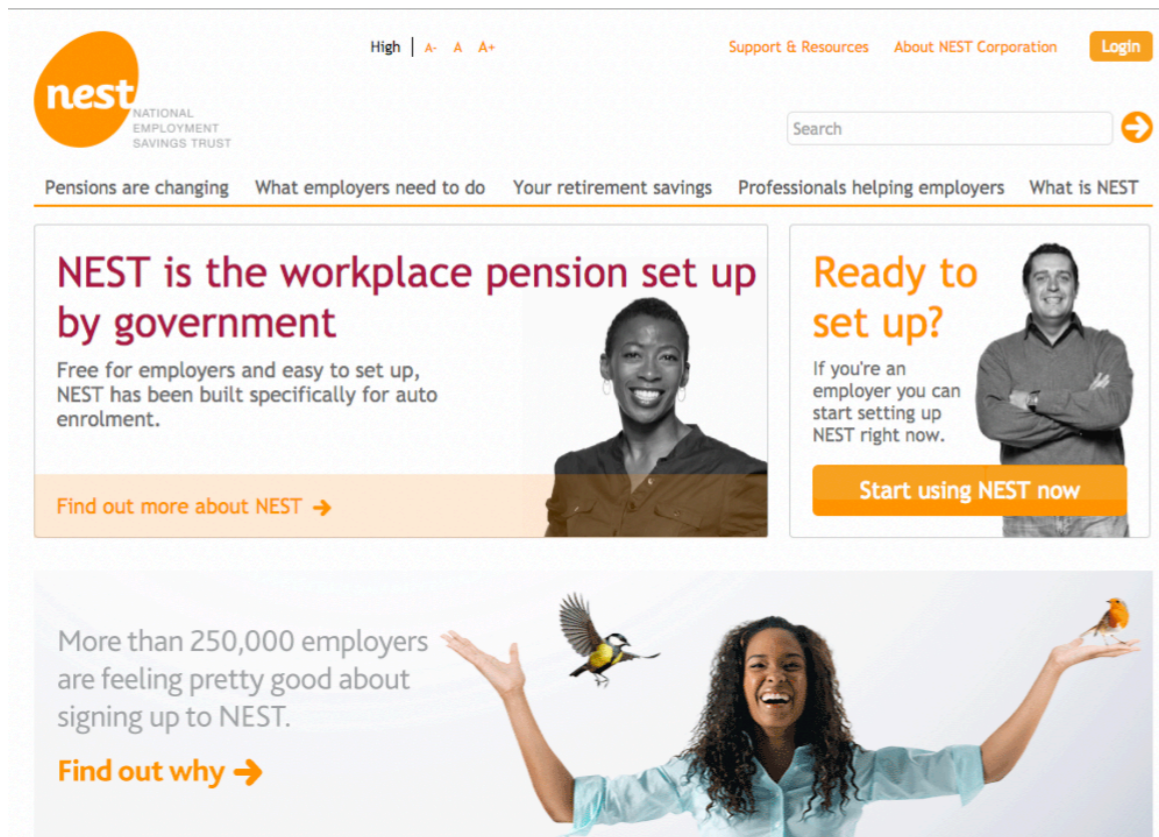
CONNECTED AND INTEROPERABLE WITH  
RELEVANT DATA AND SERVICES

## **EMPOWERING**

PUTTING USERS IN CONTROL

OPTIMISED AND WITH THE POWER TO  
ACHIEVE MEANINGFUL RESULTS

AWARD-WINNING DESIGN WITH PEOPLE AT ITS HEART...

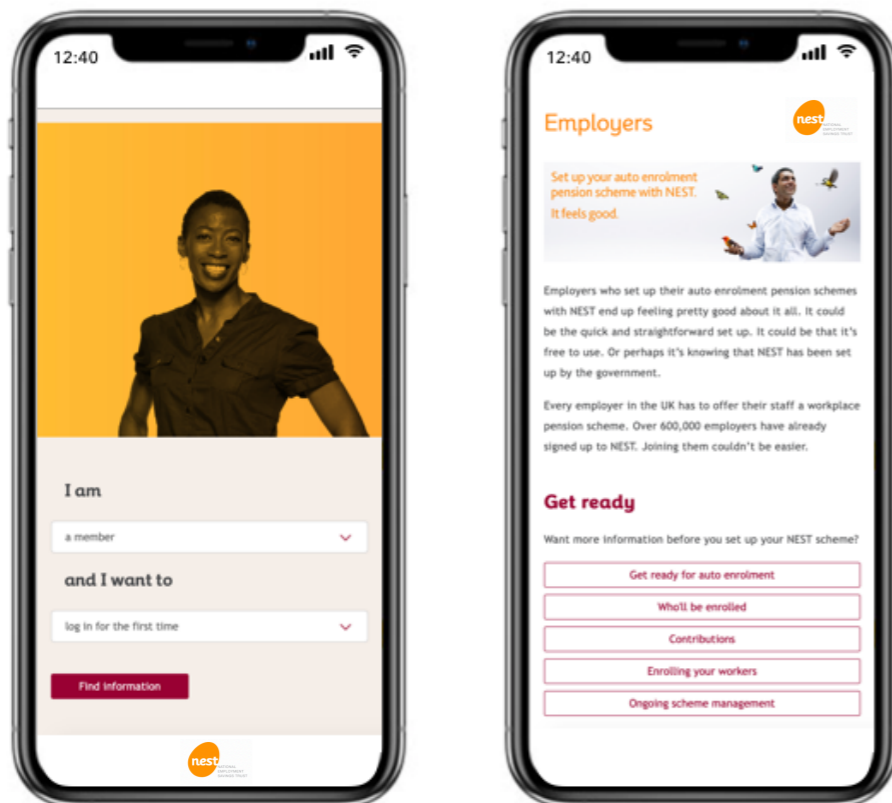


NEST is the new workplace pension scheme, set up by government. I designed the application at the heart of the £600m programme to create one of the world's largest new pension funds.

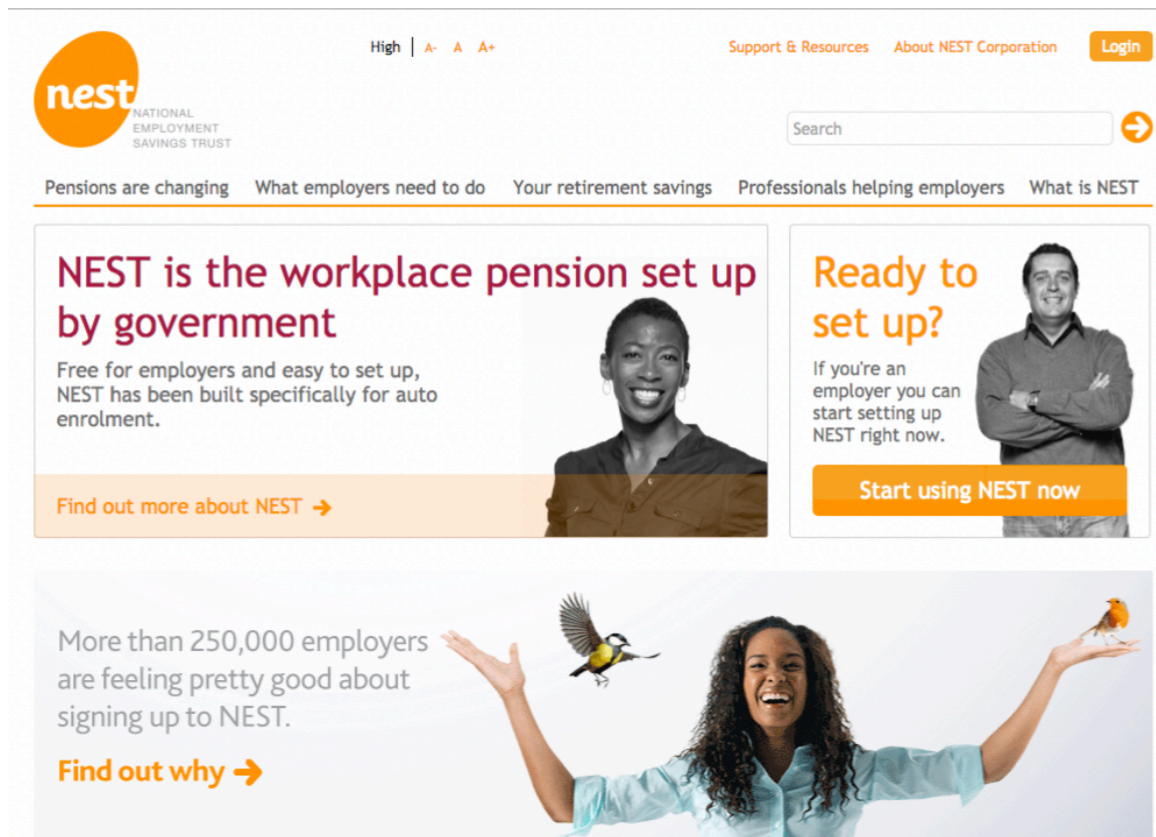
Already with millions of members and hundreds of thousands of employers on board, NEST has been recognised around the world and has won a slew of awards.

### Key design challenges included:

- The most **diverse imaginable user base**, spanning employers, individual members and pension management professionals, and ranging from the smallest micro-business to the very largest enterprises.
- A highly complex and hugely varied mixture of both **linear** and **non-linear** tasks.
- A periodically returning user-pattern that required a design crafted to provide instant **recognition** of the interface and extremely clear directions for required actions and follow-ups.



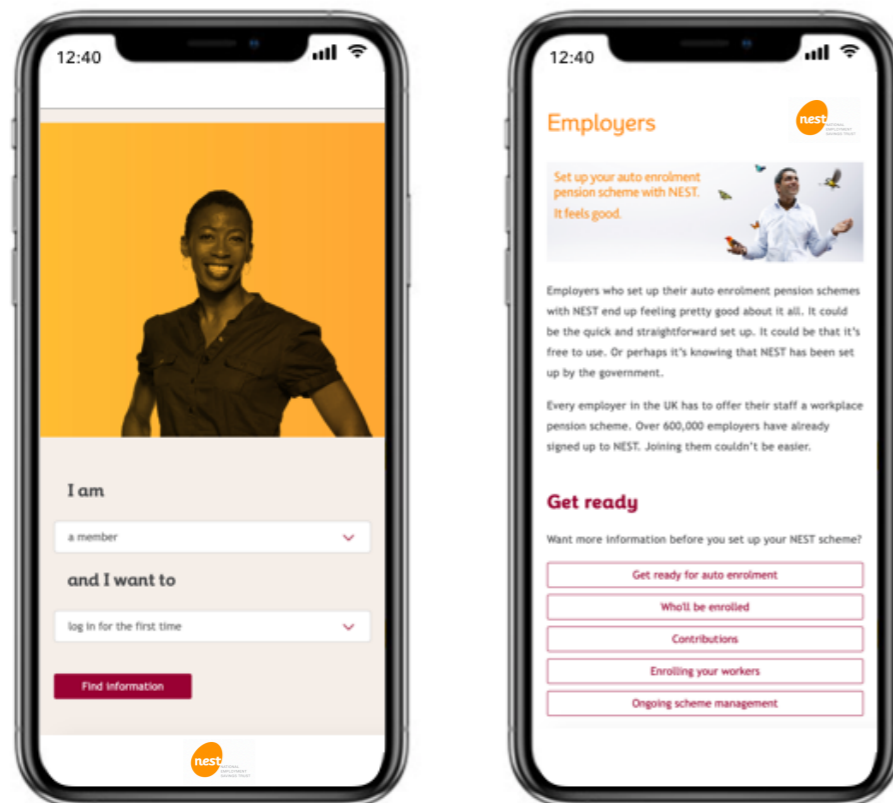
2010



## Design approach and how it met the challenges:

- The functionality and usability of the platform was carefully analysed and then broken down.
- The complexity of the system was managed via a groundbreaking system metaphor - '**Apps**' - whereby I was able to (re-)fashion the various functions in ways that were truly relevant and meaningful to real world users.
- The application architecture was realised as a **framework**, with functionality from across the pension scheme broken into carefully optimised and **user-centric 'chunks'** which are then presented across the application in an elegantly simple and very powerful way.
- In this way, the application was able to provide '**the right tool at the right time**' for all of our diverse users, while maintaining design integrity at all times.
- An extensive user evaluation programme helped **validate** our design, as well as providing valuable additional real world views on the application and its architecture.

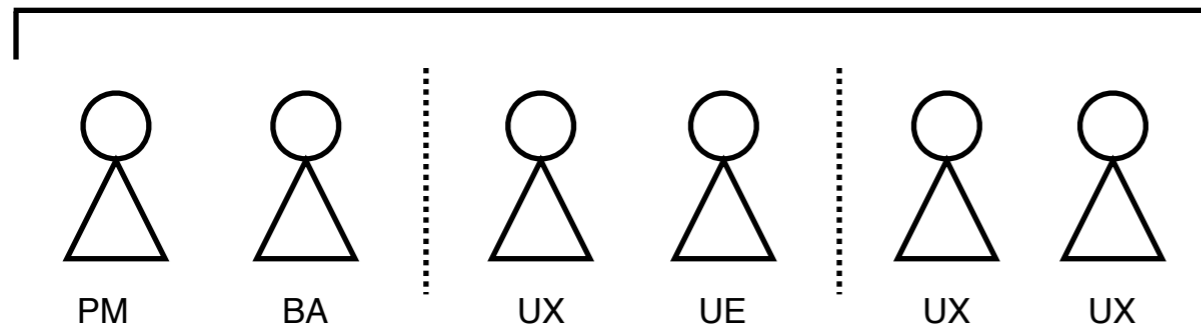
The design and ease-of-use of the NEST application was cited as the "tipping point" in the Government review board's recommendation to move ahead with the workplace pension auto-enrolment legislative programme within the UK.



2010



## NEST Design Team



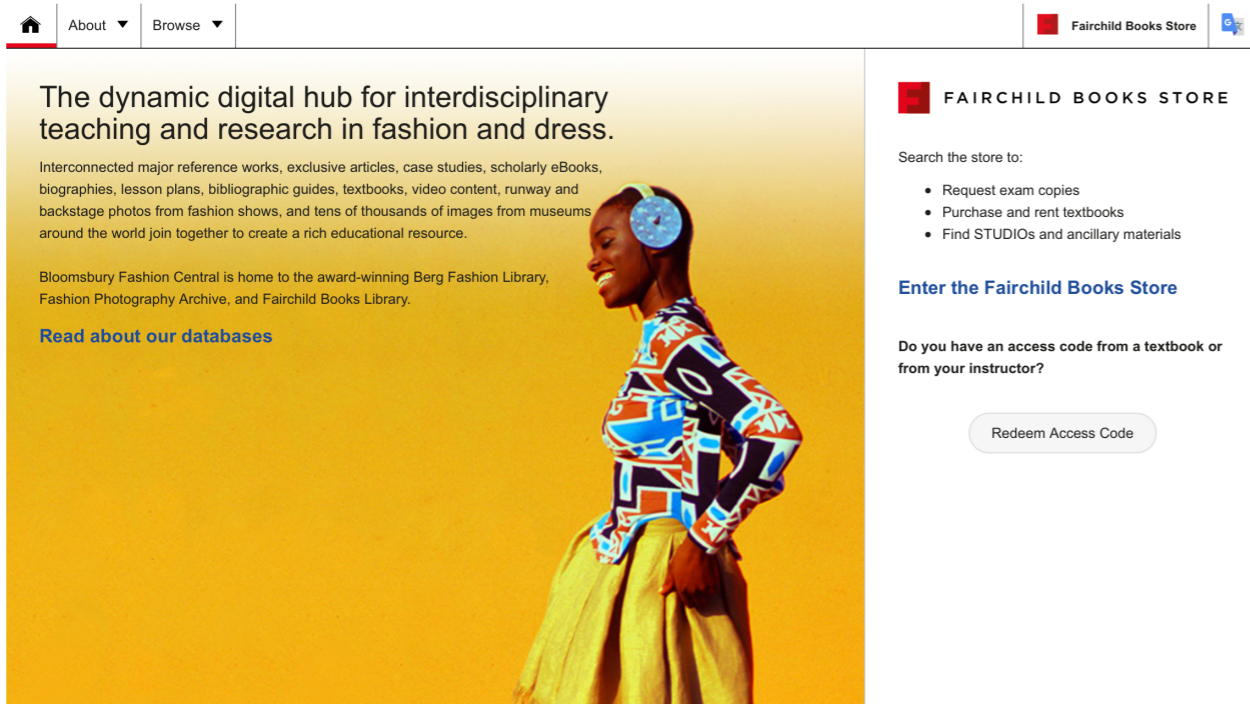
### Key activities and outputs:

- Research Analysis
- Platform Strategy, Architecture + Framework
- Detailed UI Design + Feature Development
- Design Advocacy
- Comprehensive User Evaluation Programme
- Design Delivery and Dissemination

**With millions of members and hundreds of thousands of employers on board, NEST has been recognised around the world and has won a slew of awards.**

- Institutional Investor Institute Peer-to-Peer UK & Ireland Awards **2017**: DC Scheme of the Year
- Investment and Pensions Europe (IPE) awards **2016**: Best European pension fund
- Investment and Pensions Europe (IPE) awards **2016**: Best small pension fund
- Best defined contribution plan, Financial News Awards for Excellence **2016**
- Retirement innovation category, Professional Pensions UK Pensions Awards **2016**
- Best ESG programme, Institutional Investor peer to peer awards **2016**
- Best DC Fund Chief Investment Officer, European Innovation Awards **2015**
- Pension scheme of the year, Financial News Awards for Excellence **2015**
- Best defined contribution/hybrid strategy, IPE Awards **2015**
- Best industry-wide pension fund, IPE Awards **2014**
- Best use of DC and hybrid structure, IPE Awards **2013**
- Best risk management solutions, IPE Awards **2013**
- Best DC investment initiative, Engaged Investor Trustee Awards **2013**

2010



The dynamic digital hub for interdisciplinary teaching and research in fashion and dress.

Interconnected major reference works, exclusive articles, case studies, scholarly eBooks, biographies, lesson plans, bibliographic guides, textbooks, video content, runway and backstage photos from fashion shows, and tens of thousands of images from museums around the world join together to create a rich educational resource.

Bloomsbury Fashion Central is home to the award-winning Berg Fashion Library, Fashion Photography Archive, and Fairchild Books Library.

[Read about our databases](#)

FAIRCHILD BOOKS STORE

Search the store to:

- Request exam copies
- Purchase and rent textbooks
- Find STUDIOS and ancillary materials

[Enter the Fairchild Books Store](#)

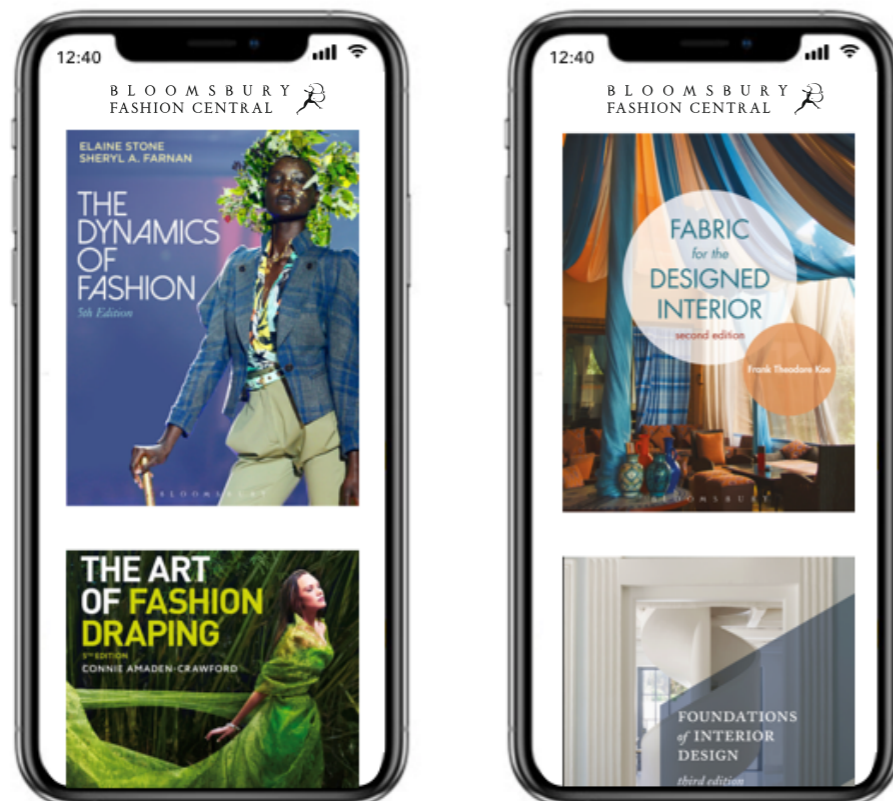
Do you have an access code from a textbook or from your instructor?

Redeem Access Code

This brand new academic publishing innovation brings together three leading academic resources, covering thousands of years of fashion, under a new umbrella platform, whilst still allowing each of the branded products to work independently and with differing subscription models across the world's territories. Multiple authentication systems and an extremely rich feature and functionality set also added to the challenge.

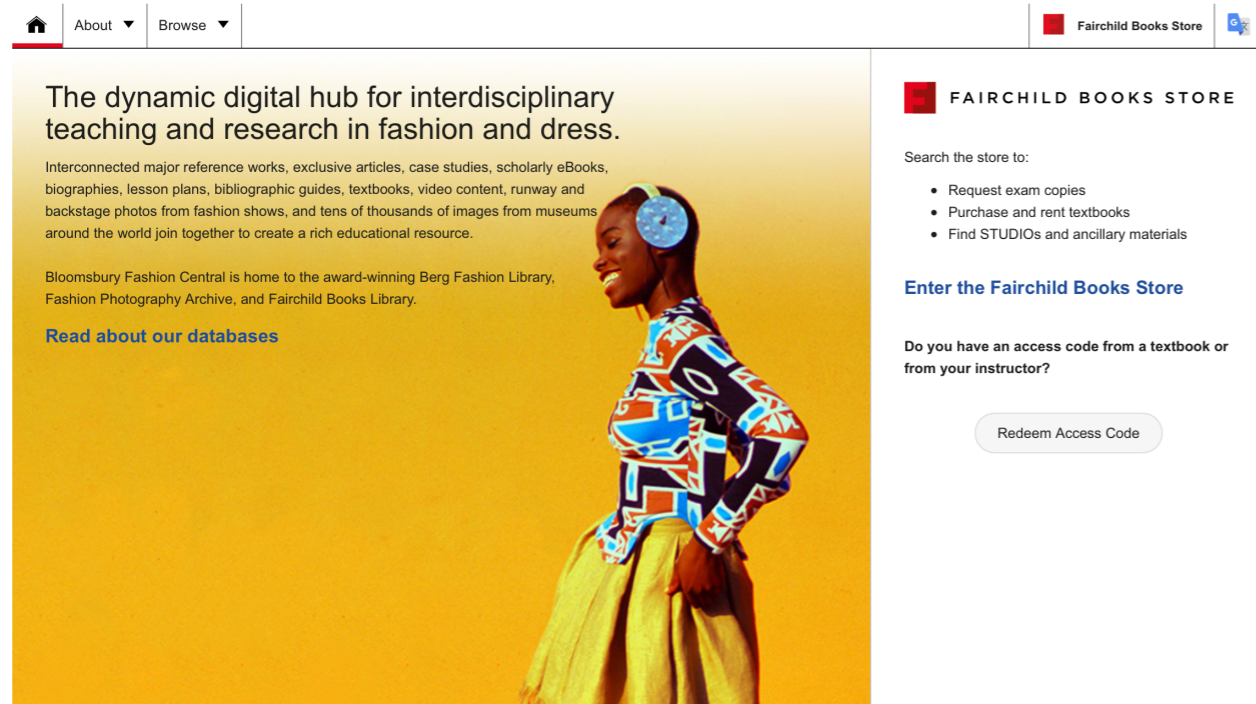
### Key design challenges included:

- Multi-level access, with **overlapping institutional and individual authentication protocols**.
- Global platform with varying **subscription models** across the world's territories.
- Ground-breaking digital rental service, requiring a robust and scalable design for **variable scenario access** to each part of the platform.
- **Widely diverse user base**, spanning students, institutional instructors, librarians and researchers, with a variety of goals and functional needs from the platform.



2014



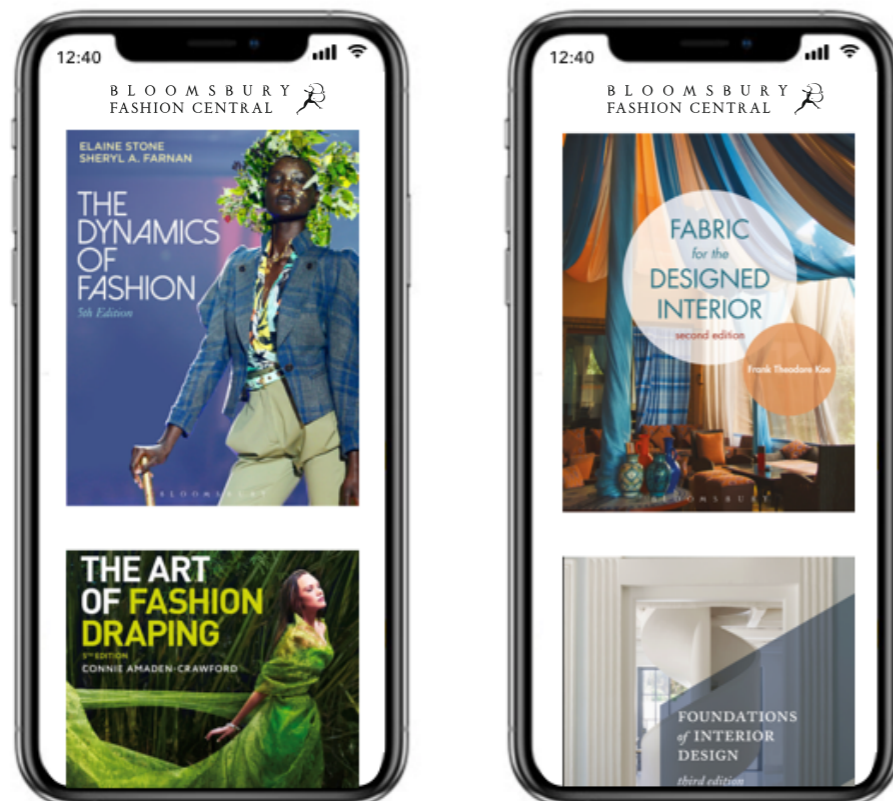


### Design approach and how it met the challenges:

- The key to unlocking the design was in recognising the importance of the varying **access scenarios** to the products within the platform. The products needed to work together but also individually and this quickly became a central tenet of my design.
- In the first instance, I used a **'Store Concession' metaphor** to begin to explore how the individually branded databases would sit and work both with one another and within the umbrella brand.
- Content from each of the product 'databases' was **uniquely branded** in a way that consistently (but with appropriate subtlety) built and continued to strengthen the **fundamental design premise** of the platform (continuing to work with, adapt and build from the initial 'stores within a store' concept, as the design continued to evolve).
- With these aspects in place, I was able to present the **complex mix of content** from multiple sources in a complementary way, regardless of users' access and authentication statuses, successfully building a **singular architectural narrative** that was able to run through the entirety of the platform design.

Rolled out during 2016 and 2017, the new platform has been picking up industry awards left, right and centre.

2014





The dynamic digital hub for interdisciplinary teaching and research in fashion and dress.

Interconnected major reference works, exclusive articles, case studies, scholarly eBooks, biographies, lesson plans, bibliographic guides, textbooks, video content, runway and backstage photos from fashion shows, and tens of thousands of images from museums around the world join together to create a rich educational resource.

Bloomsbury Fashion Central is home to the award-winning Berg Fashion Library, Fashion Photography Archive, and Fairchild Books Library.

[Read about our databases](#)



FAIRCHILD BOOKS STORE

Search the store to:

- Request exam copies
- Purchase and rent textbooks
- Find STUDIOs and ancillary materials

[Enter the Fairchild Books Store](#)

Do you have an access code from a textbook or from your instructor?

Redeem Access Code



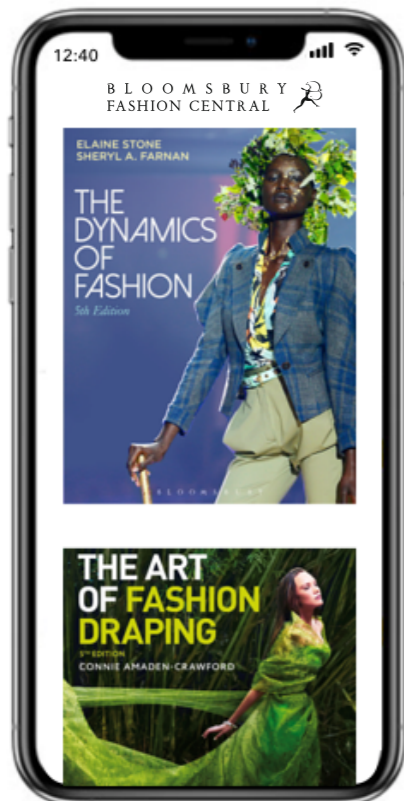
Bloomsbury Fashion Central wins 2017

IPG Ingram Content Group Digital Publishing Award

"Bloomsbury Publishing wins the Digital Publishing Award for work on Fashion Central, its new portal of content for higher education. It combines subscription and rental models and serves both instruction and research needs from a seamless, integrated platform. 'Bloomsbury has got a clear sense of its audience segments and how the platform can deliver for them,' judges said. 'It's a global play with thinking outside of the box.'"

Platform of the Year (Reference/Education) at The Bookseller FutureBook Awards 2016

"We were really impressed with the breadth of Bloomsbury's fashion resources, in particular the various media types that ranged from videos to quizzes and flashcards. The user experience was impressive for an educational product, and it has been well thought out from both the student and the instructor's perspective."



Winner of the **Independent Publishers Guild Frankfurt Book Fair Digital Award**



Critical Reviews of Web Products for Information Professionals

The redesigned Berg Fashion Library site has been named **Most Improved Product** from The Charleston Advisor "Best and Worst" Readers' Choice Awards.

2014

MORE SELECTED EXAMPLES...

# BEAUTIFULLY CRAFTED DESIGN PROGRAMMES...

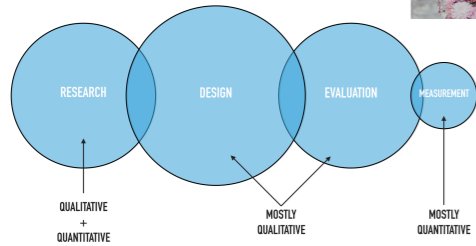
## AUDIENCE AND ENVIRONMENT

## ARTICULATING OUR DESIGN SCOPE

## STRATEGY, CONCEPTS & IDEAS

## INTERFACE & INTERACTION DESIGN

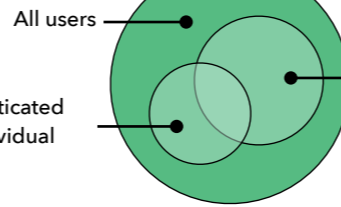
## EVALUATION AND ROLLOUT



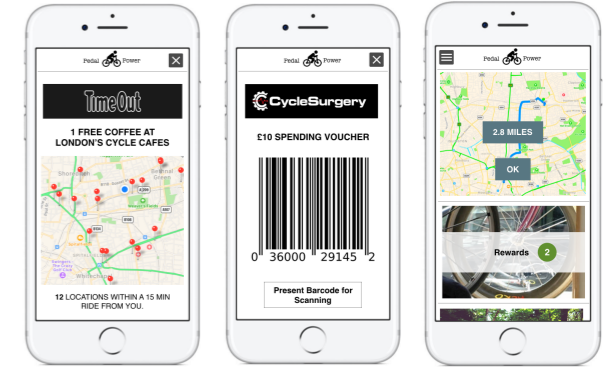
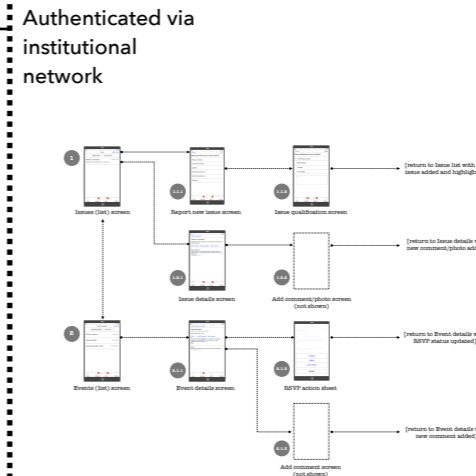
TARGET 1



TARGET 2



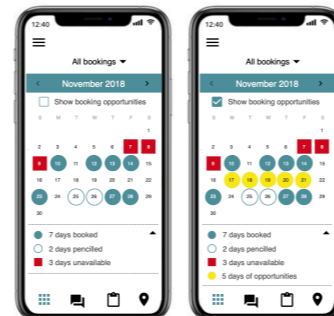
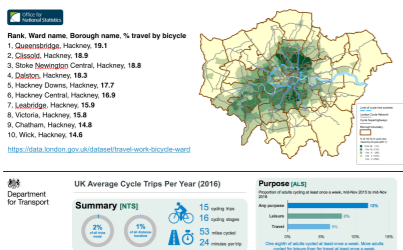
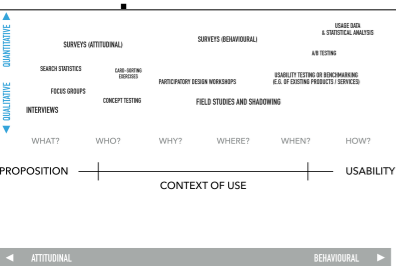
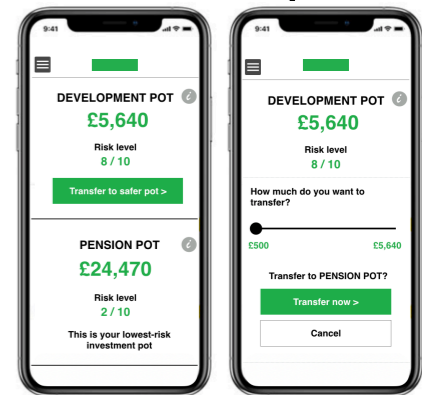
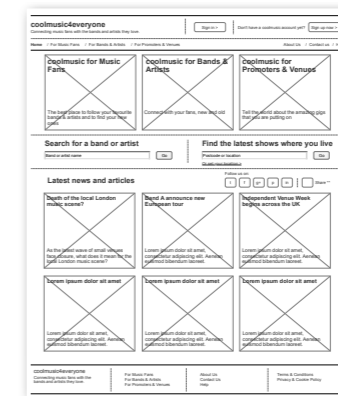
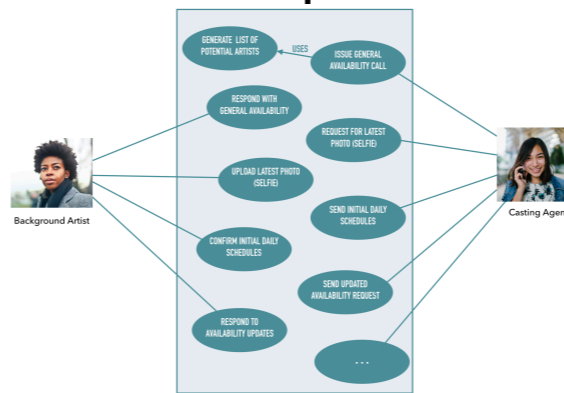
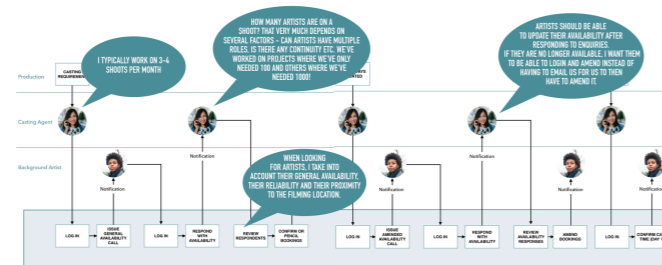
<p><b>The Background Artist</b> Mag: Background Artist, New to the Profession</p> <ul style="list-style-type: none"> <li>Usage Data and Statistical Analysis</li> <li>Interviews / Surveys</li> <li>Usability Testing (Current Platform)</li> <li>Concept Testing (New Features)</li> <li>Usability Testing (New Features)</li> </ul>	<p><b>The Casting Agent</b> Sara: Independent Casting Agent, Specialising in TV shoots</p> <ul style="list-style-type: none"> <li>Usage Data and Statistical Analysis</li> <li>Interviews / Surveys / Focus Groups?</li> <li>Collaborative Design Workshops</li> <li>Usability Testing (New Features)</li> </ul>
<p><b>The Crew Member</b> Chloe: Head Carpenter, Various Productions</p> <ul style="list-style-type: none"> <li>Interviews / Surveys</li> <li>Field Studies (on-Set Shadowing)</li> <li>Concept Testing (Crew Platform)</li> <li>Usability Testing (Crew Platform)</li> </ul>	<p><b>The Production Manager</b> Richard: Independent Production Manager, Recently Having Set-Up His Own Agency</p> <ul style="list-style-type: none"> <li>Interviews / Surveys / Focus Groups?</li> <li>Field Studies (Shadowing) / "a Day in the Life"</li> <li>Collaborative Design Workshops</li> <li>Usability Testing (Production Platform)</li> </ul>



TARGET 3

## PROGRAMME

"RESONANCE, TRUST, INSPIRATION."



WE WOULD LOVE THAT ON THE APP...

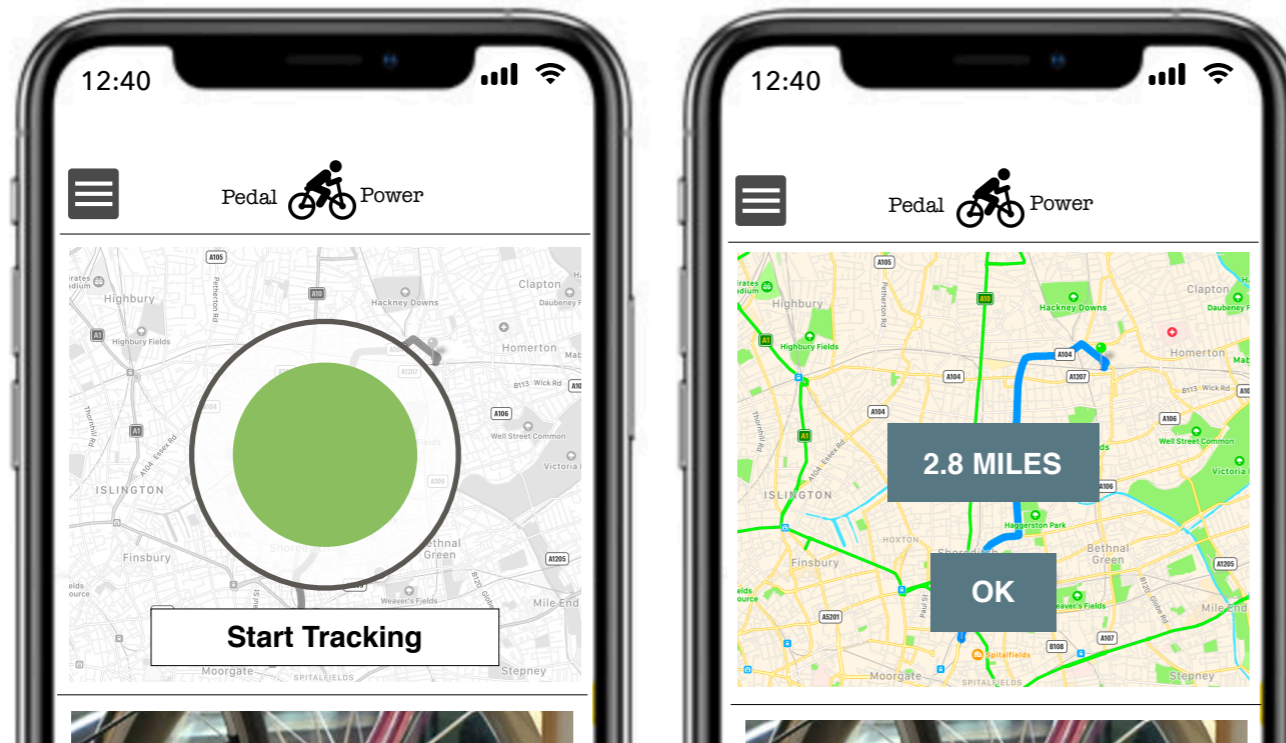
AGENCIES WON'T USUALLY COMMIT TO GIVING YOU CALL TIMES BECAUSE THEY KNOW PRODUCTION ARE LIKELY TO SHIFT THEM FORWARD OR BACK. UNDERSTANDABLE IF THEY DIDN'T FINISH A PARTICULAR SCENE THE DAY BEFORE ETC... [IT'S THE] NATURE OF THE BUSINESS.

"ACCESSIBLE, ACHIEVABLE, RELEVANT."

"EMPOWERING AND FUTURE-FOCUSED."



# WORKING AT THE INTERSECTION OF PEOPLE AND TECHNOLOGY...



ONE SIMPLE CLICK TO START TRACKING YOUR RIDE.

THEN, WHEN YOU REACH YOUR DESTINATION, YOUR MILES ARE AUTOMATICALLY ADDED TO YOUR REWARDS.

2018



Deutsche Bank

Redesigned from the ground up, the 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.

**New NDF Fast Order functionality**  
Clients can now leave Fast Order bids and offers on Asian NDF currencies for their desired value date.

**Key Highlight:** Fast Orders interact with our trading desks and automated pricing engine to provide clients with fast and more reliable execution.

**Tradable Streaming NDF Swaps**  
With an increasing client demand for funding trades via the non-deliverable swap market, Deutsche Bank has introduced streaming non-deliverable FX Swaps to its FX platform.

**Key Highlight:** Traditionally being a voice market, having streaming prices gives clients greater comfort and transparency to trade the product.

**Enhanced orders**  
The FX platform now offers a more intuitive approach to orders and order entry, allowing users to build just about any complex order type they can imagine including several Algo strategies.

**Key Highlight:** These enhanced set of orders now include contingent, multi-leg and algorithmic orders that interact with the liquidity of our trading desk and our broad franchise.

Currently streaming new data

Trade Date	Last Updated	Status	OB ID	Buy	Trade Type	CCY Pair	Vol.	National	Chk.	Other National	Value Date	Trade St.	Exp. St.
20-Nov-2012	20-Nov-2012 16:00:23 GMT	Open	852142943	Sell	Future/Deliverable	USD/INR	USD	-1,000.00	EUR	85,380.00	24-Dec-2012	Trade	85.1
20-Nov-2012	20-Nov-2012 16:12:08 GMT	Open	852142871	Sell	Forward	EUR/USD	EUR	-100.00	USD	100.00	17-Dec-2012	Trade	1.22
20-Nov-2012	20-Nov-2012 16:01:02 GMT	Open	852142851	Sell	Follow	EUR/USD	EUR	-100.00	USD	100.00	20-Nov-2012	Trade	1.22
20-Nov-2012	20-Nov-2012 15:55:40 GMT	Open	852149329	Sell	Follow	USD/INR	USD	200,000.00	INR	198,220.00	21-Nov-2012	Autobahn FX	8.90
20-Nov-2012	20-Nov-2012 12:44:24 GMT	Open	852139524	Buy	Follow	EUR/USD	EUR	700,000.00	USD	692,820.00	20-Nov-2012	Autobahn FX	1.22
20-Nov-2012	20-Nov-2012 07:27:38 GMT	Open	852134773	Sell	Follow	EUR/USD	EUR	-1,000.00	USD	1,000.00	20-Nov-2012	Autobahn FX	1.22
20-Nov-2012	20-Nov-2012 07:16:52 GMT	Open	852134762	Buy	Follow	AUD/USD	AUD	200,000.00	USD	208,290.00	20-Nov-2012	Autobahn FX	1.04
19-Nov-2012	19-Nov-2012 16:40:22 GMT	Open	852121620	Sell	Follow	AUD/USD	AUD	-1,000,000.00	USD	1,040,000.00	21-Nov-2012	Autobahn FX	1.04
19-Nov-2012	19-Nov-2012 16:31:23 GMT	Open	852120958	Sell	Follow	EUR/USD	EUR	-2,000,000.00	USD	2,050,000.00	21-Nov-2012	Autobahn FX	1.22
19-Nov-2012	19-Nov-2012 16:30:00 GMT	Open	852120459	Sell	Follow	EUR/JPY	EUR	-2,000,000.00	JPY	207,902,000	21-Nov-2012	Autobahn FX	103
19-Nov-2012	19-Nov-2012 16:28:22 GMT	Open	852120950	Buy	Follow	AUD/USD	AUD	1,000,000.00	USD	-1,040,040.00	21-Nov-2012	Autobahn FX	1.04

**EUROMONEY** FX SURVEY 2014 No 1 E-trading by market share

**FINANCIAL NEWS** 2013 AWARDS FOR EXCELLENCE Best Single Dealer FX Platform

**FX Week e-FX Awards 2013** Autobahn - Best Single Dealer FX Platform

**THE 2013 PROFIT & LOSS DIGITAL FX AWARDS** Best Platform

**GREENWICH ASSOCIATES** Share Leader

**Risk Awards 2015** Autobahn - Best Single-Dealer Platform

**EUROMONEY** FX SURVEY No 1 E-trading by market share 2005 - 2015

2013



# PUTTING PEOPLE AT THE HEART OF EVERY DESIGN...

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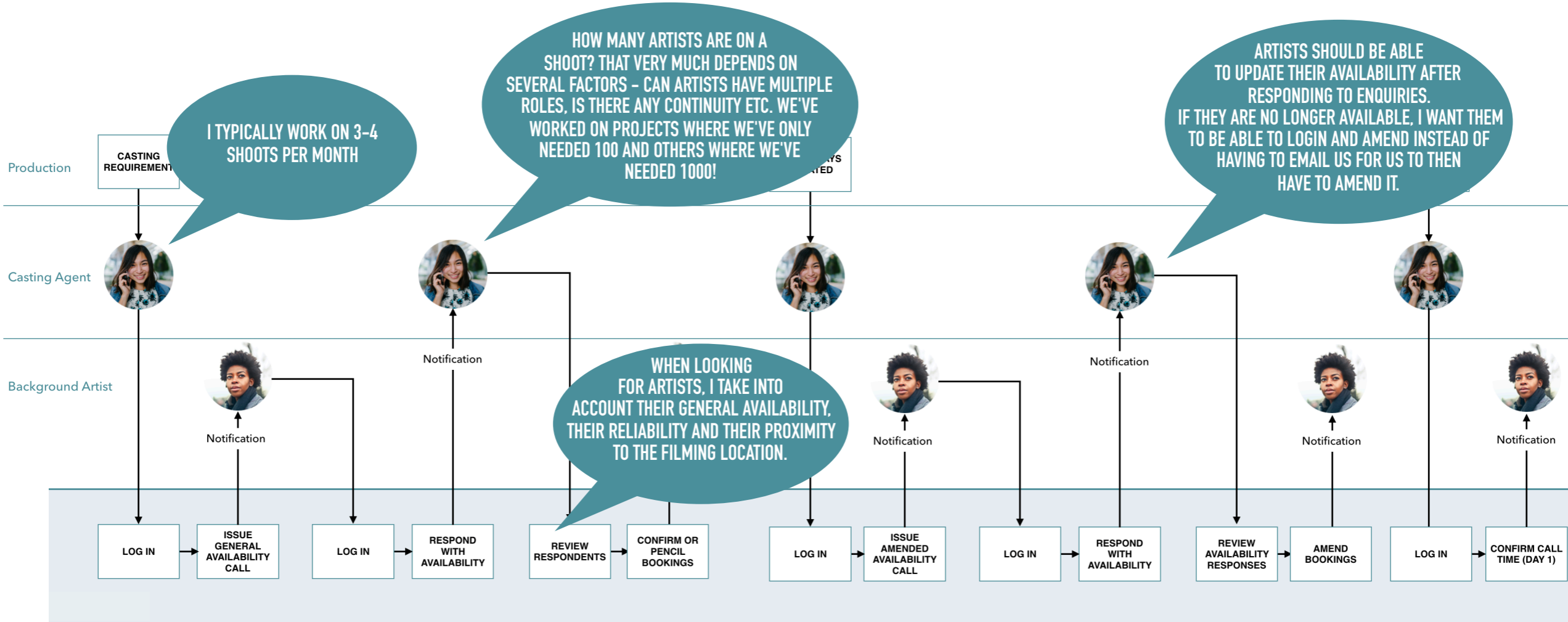


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# EXPLORING NEEDS, AMBITIONS, MOTIVATIONS AND BARRIERS...



Thoughts from Casting Agents (taken from survey questionnaire)

# TO CREATE PRODUCT AND FEATURE CONCEPTS IN SYNC WITH PEOPLE'S LIVES

## Background Artists' Questionnaire

12:40

3. Is working as a Supporting Artist a full-time profession for you? If not, how does it fit with other things you do?

4. How many days a month do you typically work on a shoot?

5. Do you want to work on more shoots than you do currently?

6. How do you typically find bookings?

I'VE BEEN IN 30 PRODUCTIONS IN MY FIRST YEAR...

I LOVE IT. JUST NEED MORE. I HAD MY FIRST PRO HEADSHOTS TAKEN LAST WEEK, SO I'M HOPING IT'LL INCREASE MY BOOKINGS AND OPPORTUNITIES FOR MORE FEATURED ROLES.

- BACKGROUND ARTIST

## Photo Manager feature concept

12:40

Upload

Choose main photo

Main photo

## Casting Agents' Questionnaire

12:40

1. How long have you been working as a Casting Agent and how did you get involved in the field?

2. What are some of your favourites productions you've been part of?

3. How many shoots are you typically involved in each month?

4. How many Artists do you typically have working on a shoot?

I TYPICALLY WORK ON 3-4 SHOOT PER MONTH

ARTISTS SHOULD BE ABLE TO UPDATE THEIR AVAILABILITY AFTER RESPONDING TO ENQUIRIES. IF THEY ARE NO LONGER AVAILABLE, I WANT THEM TO BE ABLE TO LOGIN AND AMEND INSTEAD OF HAVING TO EMAIL US FOR US TO THEN HAVE TO AMEND IT.

- CASTING AGENT

## Diary Manager feature concept

12:40

All bookings

November 2018

Show booking opportunities

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

7 days booked  
2 days pencilled  
3 days unavailable  
5 days of opportunities

THANK YOU. MORE DETAILS AVAILABLE ON REQUEST.

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