

# Craig Pugsley

design lead tech innovator

23.12.1979

BIRTH DATE

BRITISH

NATIONALITY

ENGLISH

LANGUAGES SPOKEN

## CURRICULUM VITAE



### Employment



STUDIOFLOW

Founder & Creative Lead

Founded a digital studio specialising in voice apps and chat experiences. Providing on-site consultancy and in-house design, research, engineering, copywriting, and product management services. Alexa, Google Assistant, in-app voice-enabled UIs, chatbots. Short-term tactical advice, long-term strategic relationships.

0.5  
YEARS



JUST EAT

Creative Research Lead

Creative lead Product Research team at JUST EAT (FTSE 250 food delivery service 65,000 restaurants, 17.5M users & revenues of £375M). Founder member of innovative start-up within the company: looking at near-future technologies such as AR / VR, machine learning, artificial intelligence, voice, conversation, chat bots, delivery drones and TV. Creatively-directed, scoped and managed products on iOS, Android, Web, Apple TV, Fire TV, Xbox, Amazon Alexa, Facebook, Microsoft chatbots (+ others I can't mention yet!) Creative direction & design, product management and design strategy. Copywriting, photoshoots, video direction. Successfully managed concepts through the lean build-measure-learn cycle to ensure our highly innovative products are firmly rooted in actual users' needs and provide real business value. Part of the design leadership team, establishing design principles, research-backed methods, and style guides. In 2017, I was part of the interview panel that appointed Just Eat's new Head of User Experience and Design.

2.0  
YEARS



MIXRADIO

Apps User Experience Lead

iOS, Droid & Windows. Concept sketching & whiteboarding. User research, lean ethnographic (in participant's home), lab-based usability research (streaming to team desks), competitor analysis, heuristics and expert reviews. Persona creation & poster design. Creation of UX, UI, copy and animation core documents standardising design approach across teams. Interaction prototyping with Pixate on iOS, Droid and Google Wear. Motion design prototyping with Adobe Edge Animate. Led team of UX and UI designers to support engineering teams building 4 apps across 3 platforms with 35 engineers and 3 product owners, bringing Design into Agile processes.

1.2  
YEARS



MICROSOFT

Principle User Experience Designer

Working with a team of designers and engineers to create Windows 8 music app. Support for 32 territories in 54 languages globally. Attended Mobile World Congress in 2012-2013 demonstrating our products to world media. On camera demos. Comprehensive media training. Attended Microsoft Build 2013 in San Francisco as guest speaker to give seminar talk to hundreds of attendees.

1.0  
YEARS



NOKIA

User Experience Designer

UX creating eBook app. Waterfall and Agile processes. Prototyping in Microsoft Blend and Visual Studio.

4.5  
YEARS

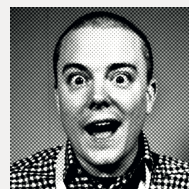


POLICYMATTER

Software Engineer, Sales Support, Designer

Employee #4 in start up.

4.0  
YEARS



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/craigpugsley



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### Experience

2+

Years - research team  
creative lead

2+

Years - leading UX & UI  
project teams

10+

Years - user-centred  
design building  
consumer products



### Travel

#### Professional

US: San Diego, San Fran.  
DE: Berlin  
EN: Barcelona  
IN: Hyderabad  
UA: Abu Dhabi  
FI: Tampere, Espoo

#### Personal

US: Florida  
FR: Paris +  
EN: Barcelona  
IT: Venice  
TH: Bangkok +  
EJ: Cairo +



### Education

#### OXFORD BROOKES UNIVERSITY

Intelligent Systems (BSc Hons.)

1998 - 2002

Human-Computer interaction, applied psychology, artificial intelligence, neural networks, bayesian classifiers, genetic algorithms, statistical analysis, computer science.



### Interests

Tech, Music, Reading, Diving, Video gaming, Mountain biking, Climbing, Photography, Videography, Drinking tea, Freerunning, Space walking, Smiling.