# Craig Pugsley

LEAD UX CONSULTANT | RESEARCHER | DESIGN STRATEGIST

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## Profile

*I'm an experience, creative, big-picture thinker obsessed with crafting the details. Personable and energetic, I'm a positive collaborator, motivated to inspire those I work with. As effective working with C-suite on high-level design strategy, as I am at detail level with an engineering team, I'm delivery-focused, diplomatic & adaptable.*

*Over my extensive career, I've developed a deep sense of empathy, which fuels my passion to craft honest, inclusive and meaningful experiences for consumers of digital products across the world. As a designer leader, I'm strong at communicating design intent - both verbally and visually - rallying stakeholders around a shared vision.*

*I embrace experimentation and am not afraid to be wrong. I thrive in uncertain, unknown environments, and get a genuine thrill from uncovering and then solving unmet needs that give organisations a competitive edge.*

## Key Achievements

- Designed and shipped the UK's first voice-commerce app, in partnership with Amazon.

- Regularly give conference talks, including a workshop for 50+ people at UX Bristol (SW's largest design conf).

- Member of design leadership team, establishing Just Eat's product design & research function.

- Conducted several large-scale discovery and validation research projects, in multiple countries.

- Pioneered a successful process moving 30+ engineers and 10+ designers from waterfall to Agile.

- Pioneered innovative research techniques for working with new technology platforms.

- Fully-qualified Product Owner.

- Provided design leadership across three Agile product teams serving three platforms.

# Experience

## STUDIOFLOW
### Co-Founder & Design Lead
**July 2018 - Present**

Founded a design studio specialising in innovative design & research techniques to take projects from concepts to deployable MVP using lean Agile methodologies.

## UK-based EV Database Provider
### Research & Design Lead

To support a progressive client who had established a user need to access their electric vehicle points-of-interest database in the car, I provided research and design support to realise their vision. We started with an analysis of their extensive quantitative survey data to identify common use-cases and patterns of behaviour. From this, I gathered qualitative insight by organising and moderating remote testing, co-design and card sorting exercises. We built proto-persona from this insight and used this to design and build a voice assistant prototype which we subsequently tested both in-car and in the lab. Due to the success of this project, I also advised on a redesign of their mobile app product page - one of the key screens of their experience.

## Capita - Workforce Management
### Research & Design Lead

Provided UX design and user research to port Capita's flagship resource management software from a static desktop experience to a SaaS cloud-based app. Organised and conducted lean ethnographic research airside at Heathrow airport & on-site around UK to bring valuable insight of their users' complex behaviours and workflows into the product teams, enabling effective product backlog prioritisation and heavily influencing design direction. I also oversaw the re-design of a significant scheduling feature, faciliating discovery workshops, co-design sessions, sketching, prototyping and end-client reviews.

## European Smart Speaker Manufacturer
### Research & Voice Design Lead

A pioneering smart speaker manufacturer were looking to differentiate themselves in their crowded and competitive market. To do this, they identified a need to build a bespoke voice-activated smart assistant into their product to work alongside Amazon's Alexa. Working with their in-house conversational AI engineering teams, I designed and wrote the personality for their smart assistant. Working directly with the brand and marketing team, we established a tone-of-voice, style guide, conversational UX and a suite of audio signposts to bring the assistant to life. We then conducted a longitudinal diary study to understand how the speaker was being used in the home, and build voice prototypes to test experimental variations in the lab. I produced several short videos that were used at key milestones to secure further investment for the project from the organisation's parent company.

**Just Eat**
**Design Leadership Team - Product Research**
**Jun 2016 - Oct 2018**

Leading the product research team inside Just Eat, we shipped experimental products and process into the wider business. I creatively directed, designed, researched, scoped and managed new products on iOS, Android, Web, Apple TV, Fire TV, XBox, Hololens, HTC Vive, Amazon Alexa, Facebook and Google Assistant. We were a specialist cross-dicipline product delivery team who successfully managed several concepts through the lean build-measure-learn cycle in record time.

As a member of the design leadership team, I helped to establish Just Eat's design systems and rigourous discovery and validation user research techniques. In 2017, I was part of the interview panel that appointed Just Eat's new Head of User Experience and Design. And in 2016, we released the UK's first voice commerce app in collaboration with Amazon, shortly to be followed by a partnership with Google to release an app for Google Assistant showcased at Google I/O conference in 2018.

**Microsoft**
**Principle User Experience Designer**
**Jun 2014 - Jun 2016**

Led design for multiple platforms, including iOS, Android & Windows to deliver a music streaming platform their mobile devices. Led and mentored a team of UX and UI designers to create UX, UI, copy and animation core documents standarding design across products & teams. Worked directly with Heads of Product and Engineering to ensure our design was realised in our highly-regarded music apps. Successfully transitioned 30+ engineers and 10+ designers from waterfall to Agile processes.

**Nokia**
**Senior User Experience Designer**
**Jun 2011 - Jun 2014**

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 on how to port Windows Phone design to Windows desktop.

**PolicyMatter**
**Frontend Engineer (Java), Sales Support, Designer**
**Oct 2008- Jun 2011**

Employee number four at a B2B compliance management software start-up.

# Education

Oxford Brookes University
**Intelligent Systems BSc (Hons)**
**Aug 2004 - Sept 2008**

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

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# Skills

- Interaction Design
- Information Architecture
- Motion Design
- Copywriting
- User Interface Design
- Atomic Design
- User Research
- Research Moderation
- User Interviews
- Surveys
- Card Sorting
- Ethonography
- Participatory Design

- Remote User Testing
- Prototyping
- Heuristic Evaluation
- Creative Direction
- Design Strategy
- Wireframes
- User Journeys
- Storyboards
- Video Creation
- Storytelling
- Data Analysis & Interpretation
- Visual communication
- Basic Engineering Capabilities

- Sketch
- Axure
- Marvel
- Hype
- Voiceflow
- Adobe XD
- InVision
- Pixate
- Principle
- Zeplin
- Illustrator
- Photoshop
- Google Tiltbrush

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# 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

# Interests

Tech, Music, Reading, Diving, Video gaming, Moutain biking, Climbing, Photography, Videography, Geocaching, Drinking tea, Camping, Outdoor cooking.