Hello.
I'm Richard Hewitt

Service Design | Research | Strategy

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Technical Skills

- JIRA & Confluence
- Axure & Balsamiq Wireframing
- Cohort analysis
- Adobe CC Suite
- Final Cut Pro/Premier Pro
- Microsoft Office incl. Advanced Excel
- Digital video/photo Cameras & Equipment
- SNAP Surveys

Practical Skills

- Stakeholder Management
- Service Design Skills – user journey mapping, prototyping, persona development,
- Workshop facilitation
- UX & Usability Testing (200+ hours experience)
- Focus Groups, Interviews, Vox Pops
- Ethnography
- Heuristic Evaluation
- Project Management
- Card Sorting
- Presenting
- Cultural Analysis
- Communication strategy
- Videography & Editing
- Questionnaire design
- Client Management
- Agile Methodologies

In a nutshell, I'm a design thinker, with both experience and passion for design research (qualitative), service design, innovation, consumer insights and overall user centered design thinking within a business focus.

I would describe myself as a t-shaped person with a core focus on research, with service design and strategy skills within product design and digital UX spheres.

My core skill areas lie in research & strategy applied to a variety of business challenges including product maintenance and MVP development. I'm passionate about engaging with people and I believe this enables me to design for their needs. I have extensive strategic experience, which has helped me create services that meet the needs of both the brand but primarily the user.

My experience conducting user research and applied service design spans multiple methodologies although my favorite is ethnographic research and the associated design thinking; including user journey mapping, persona development and feature prioritization, to name a few.

Employment (Current: Shell International – Design Research / Service Design Lead)

Design Research Lead, Shell Digital Ventures & MarketHub; April 2018 – Sept. 2019 (Contract)

- Planning, recruiting, moderating **ethnographic research** in Industrial business operations including distributors and on-board sea going vessels.
- Working on Shell MarketHub - $19bn eCommerce platform – researching for & designing new services for future platform development
- Service Design lead on discovery and beta stage digital product development
- **Independent research conducted in Poland, USA & South Africa**
- Senior **stakeholder engagement and workshop facilitation** to ideate future product visions and prototypes for platform redevelopment and future strategic positioning
- **Working with multi-disciplinary teams** to discover, prioritise and develop digital products including UX Designers, Front & Back-end developers, Business Analysts, Business stakeholders

Senior Service Designer, FromHereOn / BT; January 2018 – March 2018 (Contract)

- Developing and Integrating Human Centred Service design education, techniques and processes within BT on digital transformation projects
- Coaching greenfield IT service teams on Service Design techniques and processes from Discovery through to Build

Senior Process Leader / Researcher, American Express; June 2017 – Oct. 2017 (Contract)

- Managing end to end UX design and research projects
- Leading co-creation and design strategy / UX workshops
- UX process design – uncovering user needs, developing journeys, prototyping and testing ultimately delivering actionable concepts
- Planning & moderating Regular **usability testing** conducted remotely with participants globally

Lead Researcher, Nice Agency; May 2017 (Freelance)

Lead User Researcher & Service Designer, Ministry of Justice, Dec 2016 – March 2017 (Contract)

- Service designer on Civil Money Claims - digital reform programme
- Alpha to Beta strategy development & leading service design in discovery phase
- Fortnightly **usability testing** (planning, moderation, debrief), **Interviews**, **ethnography** in tribunal courts

Lead Researcher, Nice Agency; November - December 2016 (Freelance)

- Managing end to end research in Dublin and London and leading actioning/strategy workshops on a mobile taxi booking service. Planning, moderating, debrief of **usability testing & interview** methodologies
- Overseeing top-line recommendation implementation

Senior Design/UX Researcher, Tabcorp; April 2016 – Oct. 2016 (Contract)

Lead UX Researcher guiding the Australian team on the UK market.
- **Developing digital solutions** for customers on mobile and desktop gaming platforms
- Planning, conducting and reporting research on web and mobile platforms
- Conveying British cultural insights to teams in Australia
- **UX design of wireframes & prototypes** using Principle / Sketch / Axure
- **Weekly usability testing over 6 months** – including analysis and debrief

Senior Design/UX Researcher, LexisNexis; Jan 2016 – April 2016 (Contract)
- **Designing strategies for collecting and analysing user behaviour using design sprints**
- Working with designers, product managers, engineers, and research managers
- **Understanding and incorporating technical and business requirements into research**.
- **Design research & experience strategy – user Journeys, wireframing**
- **Interviews, usability testing, card sorting**

Lead Design Researcher & Service Designer, GDS – HMRC; London – Dec 2014 – Nov 2015 (Contract)
- **Managing the end to end research process** including recruitment & debrief
- Leading service design on project in alpha, beta and live
- Understanding user needs for transactional services (payments, accessing open data)
- Working within an **Agile environment** developing user needs, story development and prioritising, working with multiple stakeholders in the Agile team.
- Qualitative (fortnightly lab testing, interviews) & Quantitative (A/B testing, data analytics) methods
- **Service design** including mapping user journeys & overseeing design based on user research

Design (UX) Research, Business Analysis & Strategy Consultant; London – 2013 - 2014
- UX & strategy consultant engaging in projects within Customer Experience, User Experience, Service Design and Service marketing
- MailChimp, YouTube, LeapFrog, ITV, Skills Funding Agency /GDS, Digitas LBI (Astra Zeneca – Innovation project), GE Life Sciences, RS-components (eCommerce)

Lead Researcher, RS Components; Aug – Nov 2014 (Contract)

RS components was undergoing a platform change and my role was to work closely with the Digital Product Managers from various areas to help determine user requirements, develop personas and guide the UX of the project.
- Although this role was mainly research focused, I worked closely with Product Managers, and I learned how to manage products.
- I planned, recruited and interviewed, analysis of research to develop design recommendations along with UX Designers. I also worked closely with marketing and sales teams to help guide product development.
- Design of wireframes, user journeys and prototypes
- Gathering user needs and stakeholder requirements

Service Designer / Researcher, DigitasLbi / AstraZeneca; May – Jul 2014 (Contract)

This role was both challenging and exciting on many levels. Centred around the **product discovery & MVP phase** I lead the research component with 3 other team members to research, design, prototype and test a digital product designed for medical diagnosis. I **developed a strategy for internal stakeholders** on both the progress and viability of the project and obtained approval to move into the next phase.
- I **gathered and analysed requirements**, customer feedback, as well as MVP product usage testing & analysis
- As a key part of the team, I **led the ethnographic research** component, which included using desk research and ethnographic methodologies as well as delivering the final MVP.

Digital Service Design Consultant, Digi2al / Skills Funding Agency; Mar – Apr 2014 (Contract)

Working on a GDS (Government Digital Services) project in discovery phase, I led the research component with the client. This role pushed me to go out of my comfort zone in terms of leading research and looking for opportunities, whilst working with limited available resources. Not only did I lead a successful research project, I was also a key part of the final stakeholder presentation to take the project forward.

- The team worked with limited resources and I was required to think outside the box in terms of planning and re-sourcing. My skills in giving actionable, useful and timely feedback to key stakeholders was developed which led to greater collaboration and a successful project being managed.
- I used all my research skills and had to incorporate a variety of bespoke/custom methods in planning, sourcing and interviewing participants.

Research Manager, ITV; Jan – Feb 2014 (Contract)

This project was primarily focused on morning television programming development, developing new formats. I learned how to co-ordinate and liaise with a variety of teams and worked on the process of cross referencing research with programming proposals to recommend viable proposals for development.

- I had to quickly learn what made a successful television product by researching past performance and matching the research with development proposals to make recommendations for programme investment. I was required to learn new systems and ways of working; the turnaround was fast paced and I had to make decisions on the fly as to what worked and what didn't.
- The research work I undertook was primarily comprised of pulling and analysing audience research data, but I was also involved in reviewing online live research sessions and group co-creation workshops.

Strategist & Researcher + Company co-founder, Various; May – Dec 2013

While starting my own company with a business partner, I worked as a freelancer for various clients: Vice (VirtueMedia), PHd Media, LeapFrog Research and MailChimp.

- I learned to work with a variety of stakeholders to deliver key and relevant information in each role. Starting my own B2B company taught me everything from managing finances to sales and new business calls. Unfortunately, the start-up didn't work out as planned, but the experience I gained was invaluable in improving my confidence and overall business management skills.
- For each freelance project my focus was on research. I drew on the skills and knowledge I had acquired at university and combined them with ad-hoc company-specific methodologies, which taught me to think on my feet and stay calm under pressure.

Design Researcher & Insights Manager, Portland Design; London - 2012/2013 (Contract)
- Delivering research & insights to clients & developing strategies based on briefs
- Design & Management of research projects to fit specific client & project deadlines
- Conducting fieldwork & analysing associated data
- Working with architects, graphic & interior designers

Service Designer & Research Strategy Consultant, The Digital Consultancy / BP; London - 2011/2012 (Freelance)
- I provided detailed primary & secondary qual. & quant. user research & developed a global digital strategy for a BP, working on proprietary client segmentation. Including the analysis & integration of social listening studies & web analytics.
- Internally I worked with UX, web & graphic designers and presented to senior BP stakeholders. Working with a variety of data products to determine best optimization of services based on user needs.

Research Analyst, BBC Worldwide; London - 2011 (Contract)
- Worked on brand trackers & dashboards to help deliver insights to various divisions including marketing, sales & scheduling.
- Daily analysis of BARB-type data impacting the performance of BBC WW programming across various demographics & predefined segments - Prepared & presented monthly reports
- Performed ad hoc data mining research & insights to influence business & scheduling decisions.
- Worked closely with the Marketing department, Ad-sales, Programme Scheduling & Creative teams
- Managed a research budget of £120,000, & managed the associated research projects with agencies
- Involved in Pre-production of the T.V. series Come Dine With Me South Africa.

Experience

- International qualitative (ethnographic) research experience
- Research planning, recruitment, hosting, moderating and analysis experience – Surveys, Usability Testing
- Survey design and management
- Respondent recruitment
- Service design training and material development
- Service design coaching
- Workshop design and facilitation to integrate research and explore UX design and strategy concepts
- Development & overseeing of the implementation of research across design disciplines
- Design & implementation of measurement strategies from Alpha to live products
- Business Analysis – requirements gathering, stakeholder interviews, competitive analysis
- Exploratory / target understanding - Quali-quant methodologies and project management
- Extensive qualitative and quantitative digital user research from project briefing through to recommendations and implementation of products.
- Conducting fieldwork across all group and single respondent disciplines, including ethno-style observation
- Managing projects from both agency and client side – including budgets, proposals, commissioning, designing and management of research projects
- Interpretation of analysed data & presentation of research findings insights and strategy reports & presentations to various teams and levels of an organisation

Education

- **Certified Scrum Product Owner**
  Scrum Alliance – October 2016

- **Product Management**
  General Assembly – 3-month Product Management course

- **User Experience (UX) & Usability Testing**
  Udemy – Certificate of Completion (http://ude.my/UC-KFFL45EM & http://ude.my/UC-WVJ6S1CW)

- **Certificate in eMarketing**
  Get Smarter / Quirk eMarketing

- **B.A. - Communications & Marketing**
  University of Johannesburg (UJ) Marketing Communication,
  Marketing & Business Management, Communication & Research, Politics

- **Matriculation (A-level equivalent)**
  Northcliff High School
  English, Afrikaans, Mathematics, Science, Biology, & Computer Science