

# Richard Neves

User Experience Designer and Researcher

## PROFILE

A user experience designer and researcher with over ten years' experience of creating B2B solutions for the pharmaceutical, financial and risk industries. In 2018 I began contracting and have since applied my UX skills to web applications for shipping, audit, tax and accounting. Most recently I have transferred my research skills to the B2C financial setting and learnt the importance of journey analytics as the starting point to improve user experience.

I champion the user and advocate a user-centred approach to product development, balancing pragmatically user and business needs whilst considering technical constraints. In future engagements I am seeking to continue focusing on simplifying and improving the efficiency of products, crafting seamless experiences for users across a range of channels and industries.

## EXPERIENCE

2021 – present

### Senior User Experience Designer

Nationwide Building Society, London

- Leading the formative research for the credit card origination journeys, including creating the recruitment brief, discussion guide, producing interactive Axure prototypes and facilitating the research sessions.
- Analysing and synthesising the research findings to provide next steps and recommendations in presentations to the product design team, product owner and stakeholders.
- Reviewing analytical data from the live credit card origination journeys to identify and inform follow-up research.
- Collaborating with the UI and content designers on reviewing and revising the steps in the credit card application journey, and working with the product owner and business analyst on ensuring that user needs are understood and incorporated into the user stories alongside business requirements.

2019 – 2020

### User Experience Lead

EY, London

I undertook different roles across three assignments:

- Led UX research and design on a new audit planning and execution product, *Virtual Internal Auditor*, where I coordinated and oversaw the deliverables of a globally dispersed team of two researchers and four designers
- Liaised directly with product owners, business analysts and front end developers on *DigiFAAS*, a product designed to improve the efficiency of closing period end accounting. I was tasked with making the existing application more user-friendly (based on user feedback received since its launch) and designing new report management and workflow features as a high fidelity, clickable prototype ready for user testing
- Conducted discovery research interviews with tax accountants for the new *European Fund Tax Reporting* application. The research informed the creation of personas, user journeys and story mapping. Based on the research findings, I produced user flows, high fidelity screens and clickable prototypes for demonstrations to the business and user testing

2018 – 2019

### **User Experience Design Lead**

#### **Lloyd's Register, London**

- Led UX design and research on an internal web application, *MAST*, for ship surveyors who create, conduct and record ship survey results in the system, and ship classification specialists who create the assets, vet and endorse the completed surveys, assuring that the vessels classified by Lloyd's Register are fully compliant and sea worthy
- Supported a client-facing, responsive web application, *LRCD*, for clients to monitor the progress of surveys carried out on their fleet, view certifications and to request a new survey
- Conducted discovery research interviews with users to understand their daily tasks, why they performed the tasks and which other teams or systems they interacted with and why
- Created personas, empathy maps and user flows – to help the business understand the users, in particular how business needs are not necessarily the same as user needs
- Shared research findings with the development team so they could better understand the importance of their role in delivering a useful, usable and memorable user experience
- Collaborated with business analysts on elaborating requirements and writing user stories with acceptance criteria ready for grooming with the agile development team
- Tested interaction flows with participants using prototypes created in Axure
- Liaised with the Brand team to ensure designs, email templates and icons were compliant
- Provided wireframes, style guides and system behaviour specifications for the development teams

2014 – 2018

### **User Experience Design Lead, Risk**

#### **Thomson Reuters, London**

- Led UX design on three major KYC (know your customer) and regulatory compliance desktop products: *World-Check One*, *Regulatory Intelligence* and *Regulatory Intelligence Feeds*. I also oversaw the work of my team on a further three Risk solutions
- Provided direction on the definition of user needs and business requirements through workshops and interviews with internal stakeholders (product owners, client support, legal, experts and editors) and current or potential users
- Conducted desktop research for a better understanding of regulatory procedures and Risk best practice
- Created personas, customer experience maps and user flows – helping the business understand the user and role of UX during product development
- Tested designs with simple click through or more elaborate Axure interactive prototypes
- Collaborated with business analysts and quality assurance on writing agile development stories and acceptance criteria
- Provided wireframes, style and interaction behaviour specifications and continuous support and guidance for five, local and global, development teams
- Recruited, managed, supported and mentored a team of two permanent and previously two contract designers specifically for Risk projects
- Promoted awareness of UX through presentations, research guides and blog articles for Thomson Reuters employees

2012 – 2014

### **Senior User Experience Designer, Financial**

#### **Thomson Reuters, London**

- Liaised directly with product owners for Thomson Reuters' flagship financial platform, *Eikon* to understand the business needs and the problems to be solved for several apps including *FX Spot*, *Options Expiry* and *Aggregates*
- Produced sketches and low fidelity designs for user testing
- Provided UX documentation including wireframes with app interaction behaviours and mock-ups
- Collaborated and supported the development team following a waterfall delivery process
- Promoted our group's UX process by performing user research and testing in Dubai at a Thomson Reuters organised finance conference

2010 – 2012

### **User Experience Designer, IP & Science**

**Thomson Reuters, London**

- Researched, designed and tested features around results filtering, alert set-up, export and visual data analysis for *Cortellis*, an extensive pharmaceutical and biotech information product for Life Sciences professionals
- Responsible for introducing a pattern library based on the features incorporated into Cortellis
- Defined a prototype specification template for use across the product development team
- Made short videos to communicate the user-centred design process to internal teams

### **Prior to 2010**

2008-2010	<b>Lead Business Analyst</b>	Thomson Reuters, London
2006-2007	Career break	Living and travelling in and around Hong Kong
2000-2005	<b>Consultant – Visual Designer</b>	Atos KPMG Consulting, London
1999-2000	<b>Senior Account Executive</b>	Cohn & Wolfe, London
1997-1999	<b>Account Manager</b>	Churchill Communications, London
1996-1997	<b>Pharmaceutical Writer</b>	Current Drugs, London

## **SKILLS**

### **Research**

Questionnaire design and analysis, interviews, workshops, card sorts, information architecture, heuristic evaluations, formative and summative user testing, personas, scenarios, storyboards, user flows, experience mapping

### **Design**

Interaction design, sketching, wireframes, paper and interactive prototyping  
Axure, Sketch, Figma, Balsamiq, Adobe Creative Suite , Keynote, HTML and CSS

### **Languages**

English, Portuguese

## **EDUCATION**

2014 **MSc Human-Centred Systems** (Distinction)

**City University London**

Thesis: *A Study on the combined effect of screen size and game type on game immersion*

2010 **ISEB Diploma Business Analysis** (3 modules)

**Metadata Limited, London**

2006 **Maya Comprehensive**

**Escape Studios, London**

2004 **3D Computer Modelling and Animation**

**Westminster Kingsway College, London**

2000 **Web Technologies**

**Computer Skills Centres, London**

1995 **BSc (Hons) Pharmacology and Immunology** (2.1)

**University of East London**