

RIK WILLIAMS UXA

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User Research // Content Strategy // Collaboration // Complex Information

I help organisations understand their users' and stakeholders' needs. I mix **user experience design** and **content strategy** skills with people, prioritisation and planning expertise. I **collaborate across teams** to design, deliver and manage **complex information systems**.

SKILLS

USER RESEARCH, DESIGN

Interviews, Surveys, Contextual Inquiry
Task Analysis, Journey Mapping
User Story and Jobs prioritisation
Prototype creation, iteration
Usability Testing (guerrilla, lab, remote)

TOOLS

Survey Monkey, FormAssembly
TreeJack, WebSort
Silverback, Morae, usertesting.com
Paper, HTML/CSS/JS, Balsamiq, Axure

CONTENT STRATEGY

Content Engineering, Modelling
Taxonomies, Metadata
Content Reuse and Variations
Quality and Performance validation
CMS structure, setup and governance

TOOLS

Analytics: Web, Search, Click-stream
Inventories, Audits, Spreadsheets
Content Analysis Tool
Gather Content, Siteimprove

COLLABORATION

Building empathy for users and needs
Requirements gathering and ranking
Agile and Lean UX methods
Communication and Persuasion
Lay, Technical and Academic teams

TOOLS, BEHAVIOURS

Paired research, design and writing
Co-location, Partnering
Workshops and Gamestorming
Trello, Slack, Google Docs

EXPERIENCE

ADVENTURE PROJECT MANAGER

RALEIGH INTERNATIONAL
COSTA RICA, NICARAGUA
SEPTEMBER 2015 – DECEMBER 2015

Delivered 20 day self-supported 'youth leadership' treks. Worked in remote locations with **multinational teams** of 16 young people. Facilitated team diversity to best effect in difficult and challenging circumstances.

Monitored and coordinated team performance to ensure delivery.

Used **agile methods** to collaboratively and iteratively solve project challenges. Devised **workshops and games** to build, align and motivate the teams.

Mentored 32 young people, eliciting their personal goals and enabled their later development. **Made complex skills and concepts simple.** Coached their successful implementation, despite cultural barriers.

UX & CONTENT MANAGER

UNIVERSITY COLLEGE LONDON
JUNE 2014 – JUNE 2015

User research for a product category worth £55m / year. Designed, agreed and led the research process. Involved stakeholders from across hierarchies and disciplines to agree and prioritise goals. **Optimised user journeys for 8m users / year.**

Managed and improved a CMS Help Desk service for 800+ editors.

Researched and designed a revised process that made the experience simpler and faster for users and staff. **Reduced the opportunity cost of the support service by ±350 hours per year.**

Built a knowledge sharing group. Identified dependencies and relationships between highly federated business units. Employed a **user-first mindset** to unify 6 people responsible for some of the most important user needs, business goals and projects.

UX ARCHITECT

CITY UNIVERSITY LONDON
MARCH 2011 – JUNE 2014

Search design for 600+ course products. Began with user stories, testing and journey mapping. Followed with iterative design and testing. Sat with the developers to make an actionable product. **Solution was twice cited as an industry best practice.**

UX for a service worth £30m.

Designed and ran a lean UX process for a service which needed to **recruit 848 students in 18 hours.** Ran follow-up contextual research to identify inefficiencies in the service design. **27% increase in recruitment rate.**

UI and content engineering for a News site. Conducted thorough interviews, competitor analyses, testing and content audits. Ran workshops to agree the approach. Modelled content to user needs and business goals. **Engagement increased by 6.58%.**

Content strategy for a major site merger. Showed the scale and costs of content redundancy caused by the silo based approach. Modelled definitive content from the central site to local user needs and marketing objectives. **Reduced content by 99.7%.**

Summative usability testing of a £650k redesign. Used a range of research methods to triangulate and confirm pain-points along the most important user journeys. Designed and tested solutions which **fixed broken, mission critical, user journey's.**

Content engineering and interface design for an Experts database. Researched, designed and gained institutional approval for a content model for academic experts. Adopted a Lean UX approach to design, iterate and implement responsive interfaces.

UX DEVELOPER

CITY UNIVERSITY LONDON
MARCH 2007 – MARCH 2011

Unified 5 disparate Library websites. Led the user research, user interface design and front-end development. Aligned challenging stakeholders with user-centred practice and principles. *Validated and optimised tasks for 6,000 users / day.*

Redesigned of a major product category. User research, design and testing of prototypes. Alignment with the central provision to make a consistent experience and to promote cross-selling. HTML and CSS. *Monitored and refined after launch.*

Managed an inclusive design agency. Accountability for the selection, operations, value for money and deliverables. Prioritised and implemented recommendations which met WCAG 2.0 standards. *Continued championing accessibility.*

Managed a quality support service. Coached customers who often didn't understand CMS's, usability or effective and accessible web content. Persuaded them that a user needs based approach was the only way to present information.

Improved main customer contact channel. Inspected analytics and user responses to identify top enquiries and patterns. Designed complex user flows. Tested and iterated a solution which was simpler, clearer and faster. *Saved 63 days per year in effort.*

Developed and trained colleagues. Made complex systems and workflows simple to ensure comprehension and adoption by non-technical colleagues. Married technical editing practice to style, brand and accessibility guidelines.

VOLUNTEER

UXPA (UK)

SOCIAL MEDIA LEAD
2016 –
VOLUNTEER
2006 –

Leading and managing social media and strategy. Helping run events for London's principal community of user experience practitioners.

RALEIGH INTERNATIONAL

ASSESSMENT WEEKENDS
2016 –

Leading and **facilitating workshops and games** for teams of 15 prospective volunteer managers.

TOGETHER LONDON

LONDON AGILE CONTENT
DARECONF
CONFAB LONDON
2013 –

Helping run monthly and quarterly events about **people skills for digital workers** and **agile content strategy**.

CITY INTERACTION LAB

HCID OPEN DAY
A11YLDN
2005 – 2014

Helping with delegate administration and technical support. Industry **events about user experience practice** and the design of accessible web publications.

EDUCATION

MSc HUMAN-CENTRED SYSTEMS

CITY UNIVERSITY LONDON
2011
MERIT

A practical user experience master's. Emphasis upon **user-centred design**, research methods, systems evaluation, inclusive design and requirements engineering.

MSc ELECTRONIC PUBLISHING

CITY UNIVERSITY LONDON
2007
MERIT
SCHOLARSHIP

A master's focussing on the practical application of web publishing skills. Included **standards-based coding, content production, information architecture**, client management and human-computer interaction design.

BSc INTERNATIONAL BUSINESS

IMPERIAL COLLEGE LONDON
2003
2:1 (Hons.)

A business management degree focussing on the international food industry. Required **analytical and interpersonal skills** to understand, communicate and collaborate on **challenging projects**.

INTERESTS

TRAVEL Research, organise and lead adventure travel with friends throughout the world. Raised in four countries.
SPORT White water kayaking, long-distance cycling and SCUBA diving (PADI Dive Master).
LEARNING Working towards a Mountain Leadership professional qualification.
WORDPRESS Developing, configuring and creating content with this popular CMS.