

Leyton Jay

Curriculum Vitae

Address: 44 Tuscany Gardens, Crawley, West Sussex, RH10 8EU

Tel: 07747793616 Email: leytonjay@googlemail.com Website: leytonjay.co.uk

November 2015 – June 2018 – UX Designer – Avios Travel Rewards

I design and improve experiences on the Avios platform, mostly for the UK market, though I provide UX stewardship for nine other country websites. I'm also the Digital Champion for my department during Avios' digital transformation; with responsibility for disseminating information around impending move to Squads & Tribes and digital empowerment. I'm part of an agile scrum team, I oversaw creation of the [Team Culture](#) document. In my time with Avios I've designed journeys and pages for our websites and partner websites. I have forged my own [UX Design Principles](#) and [Design Process](#) and [time-boxed discovery tasks](#) to help the wider scrum team understand our processes. I've gained experience at testing content with end users, creating user personas from research data and showcasing user research so as to create customer empathy within the team/department. I've designed and built [user research experiments](#) and led [research analysis sessions](#) with my scrum team and relevant stakeholders, this was to remove researcher bias and create a shared sense of responsibility for customer experience.

Highlights/Accomplishments

- [Customer Journey Mapping](#): I've mapped customer journeys for all major products on the newly acquired European websites. Each includes user goals, thoughts, actions and pain points - with the aim of creating a large backlog of improvements for the next 12 months.
- [Extending Our Experience](#): In 2016 our UK website was partially refreshed with a responsive design and interaction pattern from London agency Tribal. Since then I've been responsible for designing new components and crafting new experiences consistent with this style as areas of the UK site are 'Tribal-ised'.
- [Shopping Portal Onboarding](#): Avios' main goal for 2017 was to rapidly grow awareness and usage of our online shopping portal, the eStore. Provided by a 3rd party provider using a community model, this major source of revenue and engagement is outside of our control. I used heuristic analysis to develop improved designs for the portal, which we tested using MVT and presented back to the provider who praised it and added them to their development road map.
- [Managing Expectations In New Markets](#): Users in our newest markets (Ireland, US and Canada) have low balances, only one spend opportunity and no aspirational content. To better manage user expectations about our proposition routes, I iteratively designed and tested several information architectures and user interfaces until an optimum design was found.

UX Disciplines & Skills

Wireframing / Prototyping
Business Analysis / Process Mapping
Interaction Design and Documentation
Content Auditing / Information Architecture / Heuristic Analysis
Editorial/Technical/Development Style Guides
Mobile UX / App Design
User Research (Design and Analysis)
User Journey Analysis / Mapping
User Persona Development

Favoured Tools

Atlassian Jira / Confluence
Axure (some knowledge of Sketch)
Google Analytics
InvisionApp
Optimizely
Photoshop
Qualaroo
Trello (for KanBan)
What Users Do

January 2015 – November 2015 – UX Designer – Specialist Holiday Group (SHG)

I was part of a team of four designers working on many digital and non-digital projects for a variety of specialist holiday companies. I gained experience of working with Kanban, user testing using WhatUsersDo, designing A/B and MVT tests and I conducted a major heuristic analysis of several brand websites using Invision.

Highlights/Accomplishments

- Project Endeavour delivered an employee-facing tablet app to help our Luxury Hotel Concierges provide great customer service, update passenger information, send emails and replace all paper forms. I was responsible for designing the user flows, page layouts and UI components to satisfy over 190 User Stories. I also helped build a working prototype in Axure (http://bit.ly/li_endeavour) as a reference for the development team.

January 2013 – December 2014 – UX Designer - Rentokil Initial

Operating at group level I was part of a team responsible for digital development worldwide. Our digital estate covered various B2B and B2C service sectors in 60+ countries / 20+ languages. Time constraints coupled with a wide portfolio of projects required me to be a UX Generalist, bringing a broad view and multiple perspectives to the table. I've worked alongside strategic partners such as Work Club, High Position, Google and Optimizely

Highlights/Accomplishments:

- Worked extensively within a new CRO team, introducing user research tools like Qualaroo and MVT into the business. I have also given design input for landing pages built in and served by Unbounce.
- Created Product Style Guide for new global pest extranet, myRentokil. Later I contributed heavily towards the UX and UI design of the myRentokil Smartphone App, a boiled-down extranet focussing on alerts and recommendations.

December 2007 – December 2012 - Web Developer – Rentokil Initial

Initially responsible for business as usual web development, build/rollout of new sites, CMS admin and bug-fixes. Later responsible for UI design and build of intranet/extranet solutions and enhancements to global web-estate. I championed the early use of corporate blogs and social media in the UK Pest business, which was later extended to worldwide Pest and Plant businesses.

Highlights/Accomplishments

- Designed and built rentokil.com. Designed and coded the PHP branch-finders for US and the Netherlands markets. Also pioneered the use of geo-location technology within the business.

Summary of me...

I am a creative, sci-fi geek, graduate in Computer Science, UX evangelist, gin enthusiast and stand up comedy fan. I use the word 'awesome' far too much. I'm passionate about science and the environment. I enjoy making (very) amateur short films and creating gadgets with my Raspberry Pi hobby computer. Sunshine and ale make me happy, bad grammar makes me sad. I have great attention to detail and a powerful imagination. I want to design products that make people happy and I'd like to feel part of a team. I live in Crawley with my partner, Danielle, who keeps me well fed and grounded in reality.

Soap Box...

"There's a silly notion that failure's not an option at NASA.
Failure is an option here. If things are not failing, you are not innovating enough."

-Elon Musk, CEO SpaceX

"It doesn't matter how beautiful your theory is, it doesn't matter how smart you are.
If it disagrees with experiment, it's wrong."

-Richard P. Feynman, Physicist