

# ZACHARY WHITELY

To get in touch, [complete the contact form on my website](#).

I'm a digital product specialist with around 20 years of experience in service design, UX/UI design, user research and web analytics.

I do street photography, event photography and graphic design within the Manchester music scene - currently shooting on an Olympus E-M5III. I also run a queer rave called Bent Hedonism with my partner.

In my spare time, I'm a runner and cyclist, and am learning calisthenics and French.



## KEY SKILLS

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- UX and vector design
- User research
- Front-end development (intermediate)
- Service design
- Photography
- Writing, communication and facilitation
- Project and product management
- Analytics
- Proficient in French (B1)

## PROFESSIONAL EXPERIENCE

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### Product owner / UX lead | ND Axon

September 2023 – Present

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#### Projects:

- Neurodiversity passport.
- Neurodiversity screening tool.

#### Achievements:

- Designed passport to help candidates brief employers on neurodiversity adjustments.
- Establishing the start-up's user-centred design practice in a multidisciplinary team.

### Interaction designer / consultant | Mastek

November 2021 – Present

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#### Projects:

- UCD operations.
- Pulsant discovery workshops and service design; quotation tool PowerApp.
- NHS patient engagement portal 'Book my blood appointment'.
- NHS Jobsite – applicant tracking system and job board for the National Health Service (NHS Business Services Authority).
- Cumberlege pelvic floor surgical database and patient questionnaire (NHS Digital).

#### Achievements:

- Designed a patient questionnaire in Figma and NHS prototype kit for patients undergoing pelvic floor surgery to a GDS Beta stage.

- Managed a diverse set of stakeholders including patient representatives, data scientists, clinical, technical and programme staff.
- UX design using NHS prototype kit for NHS Jobs project.
- Improved UI components through participation in Gov.UK and NHS Service Manual communities of practice (Github, Slack and monthly meetings).
- Introduced new ways of working for the NHS Jobs team.
- Introduced new ways of working in the Digital Service Design team (Slack, Notion, Miro).

### **UX/UI designer I** Freshfields Bruckhaus Deringer

May 2020 – November 2021

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- Expanded the Freshfields design system from an MVP release to a full UI library.
- Introduced Zeroheight to replace our previous design system documentation site.
- Documented design system and connected it to our code repositories using Storybook.
- Coordinated component build with developers across Mendix/Salesforce (low-code), React and Angular.
- Designed the FT Asia award-winning app for the Justice Centre Hong Kong to assist asylum seekers.
- Designed a document repository front-end for a high-profile mass claims case.
- UX consulting on a range of legal tech applications.
- Design and research for a candidate portal for the Freshfields Stephen Lawrence Scholarships scheme.
- Developed a software and practice toolkit for design and analytics.
- Worked remotely with a global team, with sensitivity to local contexts.

### **User researcher I** N Brown

July 2019 – May 2020

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- Defined the UX research strategy and toolkit.
- Established user research practices including moderated usability testing, card sorting and tree testing.
- Defined and documented ResearchOps-style governance and ethics practices.
- Co-developed a UX playbook including tone of voice, content strategy, design guidelines, etc.

### **User researcher / web analyst I** The General Medical Council

October 2016 – July 2019

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#### **Projects:**

- General Medical Council (GMC) & Medical Practitioners Tribunal Service (MPTS) new websites.
- New intranet (GMC & MPTS).

#### **Achievements:**

- Managed and implemented Google Analytics, Google Tag Manager (GTM) and Hotjar across the GMC's and MPTS' websites and micro-sites.
- Developed audience personas.
- Co-designed an analytics specification for event tracking with GTM.
- Designed interactive dashboards in Google Data Studio for senior management; trained marketing campaigns colleagues to evaluate the success of their campaigns.
- Developed and ran training workshops across Information Architecture (IA), Google Analytics, Hotjar, user-centred content writing, SEO, CMS (Sitecore) training and user journey reviews.

- Established a GDPR-compliant online testing group to test UX, content and branding.
- Introduced OptimalWorkshop (UX & IA), Lookback (A/B & usability testing), and Smartsurvey.
- Business analysis for key new website projects.
- Co-developed a new user-centred content strategy for the GMC and MPTS.
- Ensured diverse representation by establishing relationships with support organisations.

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**Web analyst/marketing project manager I Curtin University**

February 2015 – August 2016

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**Projects:**

- University Marketing project management platform.

**Achievements:**

- Coordinated the rollout of LiquidPlanner project management software across the corporate division. Administered the space, documentation and training of users in the methodology.
- Redesigned campaign reporting and developed reporting strategy for University Marketing.

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**Workforce analyst/QA officer I Chandler Macleod**

August 2012 – November 2014

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**Projects:**

- CKJV recruitment process outsourcing (Gorgon Project).
- Establishment of Workforce Planning function at Chandler Macleod.

**Achievements:**

- Provided QA support to the CKJV RPO Project team, which oversaw 22,000 reference checks and over 42,000 candidate enquiries from applicants to the Gorgon LNG Project.
- Developed a lead reporting and competitive intelligence function for Chandler Macleod.
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**Project coordinator I FORM**

May 2008 – September 2010

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**Projects:**

- The Canning Stock Route Project.
- Midland Atelier.
- Rebranding, new website, new membership programme.

**Achievements:**

- Established FORM's social presence across Facebook, Twitter, a new Blog and online magazine.
- Designed a new CRM and managed the FORM membership programme.
- Planned and secured funding for modernising the organisation's IT and telephony systems through a Lotterywest grant.

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**Research assistant I Curtin University**

August 2007 – March 2008

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**Projects:**

- Ningaloo Destination Modelling Project.
- Sustainable Tourism CRC.

## Achievements:

- Designed an Excel application for modelling accommodation provider survey data.
- Statistical analysis using SPSS/Excel to support delivery of data model.
- Collaborated on academic reports for the Sustainable Tourism Cooperative Research Centre.

## Marketing coordinator I Rayner and Associates

October 2005 – August 2007

- Graphic design, publishing and coordination of digital marketing team.
- Content writing for media releases, ads, online marketing and newspaper features.

## EDUCATION

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2024	DELF B1 French diploma	Institut Français Royaume-Uni
2007	Bachelor of Arts (Communication & Cultural Studies)	Curtin University
2007	Bachelor of Commerce (Public Relations)	Curtin University

## COURSES AND CERTIFICATIONS

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2024	Graphic design theory	Udemy
2023	Agile Service Design	School of Good Services
2023	Affinity Designer / Affinity Photo / Affinity Publisher	Udemy
2022	Certified Usability Analyst	Human Factors International
2022	Responsive Web Design Essentials - HTML5 CSS3 Bootstrap	Udemy
2018	Advanced Google Analytics	Chartered Institute of Marketing
2016	Google Analytics (GA) for Beginners / Advanced GA / Google Tag Manager Fundamentals	Google Analytics Academy (online)
2015	Fundamentals of Project Planning and Management	University of Virginia (online)

## MY TOOLKIT

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- **Design and photography:** Figma, Balsamiq, Affinity Suite & DxO PhotoLab.
  - **User research:** Optimal Workshop, UserZoom & Notion.
  - **Code:** NHS & Gov.UK prototype kits, HTML5/CSS3, JavaScript, & Tailwind CSS.
  - **CMS:** Sitecore, WordPress, Salesforce.
  - **Discovery and documentation:** Miro/Mural & Visio/Lucidchart (BPMN 2.0).
  - **Project management:** Gitlab, JIRA & LiquidPlanner.
  - **Data visualisation:** Google Data Studio, Power BI & Tableau.
  - **Office:** Microsoft 365, iWork & Google Workspace.