

# David Olsan

 11 Orwell Court, Pownall Road, London E8 4PS  
(currently based in Coventry)

 info@davidolsan.com

 0798 265 2333

*In my capacity as a lead designer / senior interaction designer, I specialise in delivering user-centric agile innovative digital experiences for the government departments and public sphere organisations – DfE, HMRC, MOD, BL, NHS, ESFA and the DEFRA most recently.*

## Professional Experience



June 2019 – now

### Senior Interaction Designer DEFRA - DDTS EU Exit

In line with the GDS digital transformation project, I'm working at DEFRA to design the export certificate user journey using the GDS framework. Making prototypes using the GDS prototype kit and working on user-driven improvements in an agile software development team.

July 2018 – April 2019

### Senior Interaction Designer at Education & Skills Funding Agency Coventry

- Redesign of 'Find a course' service and provider's portal – 'Course directory'
- Ensured the 'Find a course' portal is designed end-to-end with user centred principles, simple to use and accessible for the special needs users.
- Ensured our cross-functional team which consisted of business analysts, delivery manager, product owner, developers, testers, content designer, user researcher and system architect worked deeply collaboratively by bringing nondesigners into our design process.
- Ensured the design is based on a genuine comprehension of the purpose of the service, the demand for the service and our ability as the service provider to deliver that service.

- Ensured the service was designed based on customer needs rather than the internal needs of the business.
- Ensured that our service was designed to deliver a unified and efficient system rather than component-by-component which would lead to poor overall service performance.
- Ensured we passed the GDS Alpha assessment. Engaged with the Director of the National Careers Service and Consumer Services Planning Manager at Skills Funding Agency to carve the best strategy to engage with the GDS panel at the DfE London office.
- Followed best practise of user-focused design by defining user goals and focused
- Simultaneously run Discovery and Alpha for the National Careers Service on GOV.UK and its internal back-end system; both services are currently in Private Beta
- Employing a variety of user journey modelling methods in every phase of product development
- Designing and testing new services with users and then transforming user feedback into design experiences
- Communicating research findings and UI Design iterations to stakeholders and across government departments
- Collaborating cross-functionally with other designers, technical and product teams
- Following GDS and agile practices
- Submitting new experimental patterns on the GDS GitHub and engaging with the wider GDS community on the GDS Slack channel.
- Creating wireframes for the provider user journey. Low fidelity paper based wireframes. High fidelity wireframes with Adobe XD. Coded wireframes (HTML, CSS, JS) with the government prototype kit.

See the “Edit journey” prototype here:

<https://xd.adobe.com/view/2926eabe-7f51-4bc4-76a8-bc476eccd1af-5f17/>

and a case study:

<https://marsspiders.com/work/education-and-skills-funding-agency-find-a-course-improved-and-interactive-directory>

January 2018 – June 2018

## **Senior User Experience Designer Department for Education Coventry**

- Ensured that our service was designed based on creating value for users and customers and was as efficient as possible.
- Ensured our service was designed with input from the users of the service.
- UX & Service Design consultancy for large-scale government transformation program using the GDS framework. Digital Corporate Services Transformation.

- Working within the IRT Department (Insight, Resource and Transformation Directorate) transforming the corporate services delivery.
- Digital & technology solutions assured against relevant standards, architectural principles and design patterns, in line with the DDaT (Digital, Data and Technology Profession) Delivery Lifecycle.
- Our service 'Information Exchange' successfully passed the Alpha GDS assessment.
- Shadowing user researcher, analysing service usability and evaluating rapid experimentation UI in a user testing session.
- Created archetype personas and user flows. Mapped user journeys which helped the team to declare our assumptions to create a common starting point.

DfE case study:

<https://marsspiders.com/work/the-department-of-education-designing-digital-service-capabilities>

August 2017 – January 2018

## **Senior User Experience Consultant HMRC Newcastle**

- Working in agile teams to build – measure – learn and deliver quickly design proofs. Continuously iterating an endless, shifting path toward perfection.
- Ensured the service was prototyped before being developed in full
- Working on the GOV prototype in biweekly sprints. Delivering a solution for tax agents. Scrum environment. Expert knowledge of GDS and their practical application. Fully conversant with GOV.UK design patterns, styles and components.
- Collaborating closely with User Researcher and Content Designer to deliver the world-class user experience.
- Our service 'Agents for Individuals' successfully passed R&D assessment and Alpha / Beta assessment.

HMRC case study: <https://marsspiders.com/work/hmrc-digital-transformation>

March 2015 – August 2017

## **Lead UX Designer Beta delivery - UK Open Web Archive, The British Library London**

- Engaged with the senior stakeholders – Head of Contemporary British Publications at the British Library and Lead Curator, Web Archiving to ensure that the new Beta Open Web Archive service is redeveloped in a user-centric manner and fulfils user needs of the internal and external users.
- Orchestrated 8 UX workshops with academic and non-academic users.

- Ensured our agile team of developers, QA testers and BA analysts followed user-centric design principles and ensured we delivered Beta service on time and within a tight budget.
- Following every workshop, the design was adjusted based on the analysis of the evidence we collected from the users.
- The resulting Beta site benefits from a stronger identity and branding. Shortlisted for the UX UK Awards.
- While directing **Mars Spiders** we won a public tender to redevelop UK Open Web Archive. We have also designed developed countless mobile and web apps for start-ups. The portfolio can be inspected here: <https://marsspiders.com/work>

UK Open Web Archive case study:

<https://marsspiders.com/work/the-british-library-the-uk-web-archive>

November 2013 – March 2015

## Lead Web & Mobile UX Development Consultant London top 100 digital agencies

Lead Contract UX Developer at **HPI**. Everyone knows HPI for our vehicle data checks. Using our experience, built over 75 years, we are developing new products all the time.

Senior UX Consultant at **Wunderman agency** - Nodekit Webkit App HP 360 campaign – creating UX journey for a web app running on HP Pavilion 360.

Lead UX Developer and team leader – **Betfair** Grand National app. Redefining Tinder app experience for the betting industry. We had an amazing response:

4k page views per day, 3k visitors per day.

UX LFW Advertising Campaign for the top British Fashion brand Mulberry as part of the multiple awards winning team @NMA top 100 agency **Poke London**. Developing UX journey, microsite campaign for the UK quirkiest *world famous* fashion brand.

Lead UX and UI Design at **Brightstar** the world's largest specialised wireless distributor and a leading global services company, serving mobile device manufacturers, wireless operators and retailers, with a local presence on six continents. Skill-set: Consultancy, UX & UI Design, HTML, JS

Senior Consultant and QA Manager at the Natural History Museum. Working with business analyst to identify, prioritise, and diagnose new responsive site for Wild Life Photographer of the year. Tasks accomplished: 1) Progress reporting and documentation (all defects logged via JIRA). Ensuring website output meets specifications 3) Problem-solving and a keen eye for detail 4) Structured testing experience in Agile teams 5) Strong diagnostic and troubleshooting skills 7) Good communication and focused attitude on getting the job done

March 2012 – September 2013

## **Team Leader and Senior UX Consultant EE**

Orange and T-Mobile join forces as Everything Everywhere. EE, the UK's most advanced digital communications company. Delivering our customers with the best network and the best service so they trust us with their digital lives. 28 million customers, 15,000 employees and 720 stores nationwide.

I was on initial 3 months' contract which was 5 times extended and I have stayed 1.5 year – that tells you how important I was for the digital transformation 3 to 1.

We run and combine two large businesses Orange and T-Mobile creating the super brand EE.

Team leading and training the new members of our team. Working in the agile/scrum environment with daily stand up. Using various workflow tools like - Trello and LeanKit for instant project visibility. Assigning jobs to the team members based on business requests generated via Jira.

May 2010 – February 2012

## **Web & Mobile UX Development Consultant London top 100 digital agencies**

Senior UX contractor at Purestone the leading provider of marketing and communications solutions through the use of digital media and technology. The live site developed:

Client: **Adidas group**

Senior UX Contractor at Imagination - global integrated, independent Communications Company that produces unexpected ideas that add business value. Developing UX journey for capacitive touchscreen build for hosts to control the animated and video sequences.

Client: **Ford USA**

Waggener Edstrom, London - PR and Marketing Company. UX consultancy.

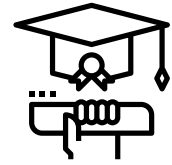
Interactive animation. Client: **GE Healthcare**

Senior Freelance UX Consultant at Tagworldwide. Tesco Facebook campaign for Tag - an international design and production agency dedicated to helping clients and agencies create, manage and deliver their brand messages across the world. Main skills: consistency, efficiency and more than a little flair for complex global campaigns.

Mapping UX journey for a cutting-edge creative web project (for the world's biggest cereal producers Kellogg's) at Glue Isobar - modern communication agency, number 20 on the TOP 100 New Media Company list. The project which we completed was Kellogg's All-Bran site. UX, UI, browser testing and compatibility.

Client-side UX Consultant at WAI (wai.co.uk). Delivering projects for Microsoft, MSN, Intel, Harper Collins, Vodafone, Ford, Harry Potter, BT Infinity, Carter Jonas and many others. As the Independent Interactive Learning Technician, producing the E-learning package for NHS Lambeth: <http://lambethhealthyweight.org.uk/>

# Education & Qualifications



July 2017

## PSMI I

The Professional Scrum Master™ level I course.

November 2013

## Project Management – London Met Alumni Association training.

Principles of Prince2 methodology in depth.

Delivered by Nick Scott Academic Leader at London Metropolitan University.

September 2013

## Leadership Skills training

London Metropolitan University Alumni Association. (Certificate of Training).

Training led by Ariya Capital Chief Executive Herta von Stiegel.

2008 to 2009

## MA Digital Media, London Metropolitan University

My dissertation subject was UX and online advertising - I interviewed the top experts in business and advertising including The Chairman of a Department of Trade and Industry Committee Peter Wallis.

2005 to 2008

## BSc Computer Science, The University of Westminster

Multimedia computing pathway. My BSc dissertation was published in Germany <http://tinyurl.com/5wdpwa7>

It is also available on Amazon USA: <http://tinyurl.com/o693ce>. This book is an analysis of the role of mobile technology in supporting language learning. Includes in-depth investigation into learning theories. The prototype was developed in Flash Lite.

2005

## Workings Man's College, Camden Town / Digital Arts

LOCN Regional ICT Programme - 3 credits at Level Two - Creating user-centred Web Pages

# APPENDIX

## 1. Professional Profile

## 2. Employment Skills Summary

## 3. Testimonials

### 1. Professional Profile

An ambitious new media perfectionist living and breathing digital since 2003. Has an excellent understanding of creative design with vision. Has proven knowledge of user experience and brand building. Contributing with an intuitive commercial sense towards innovative projects in technology-driven advertising and new media. Designing UX for iPad, iPhone, Android, touchscreen and the web. Excels managing teams as the hands-on leader. Can mentor team members and put forward creative and practical solutions.

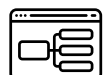
Has worked for the UK Government and a variety of companies in the private and public sector. **Delivering first class digital experiences**, working in production or project management capacity. Able to take a job from conception to completion, managing the workflow, setting milestones, liaising with clients and staff, and supervising output at all stages to ensure a quality product. Has the experience to research and advise on the most suitable technologies.

**Creating and designing services easy to use with the user first approach.**

### 2. Employment Skills Summary

Excellent skills in:

#### User experience



Interaction Design, GDS, Gov Pattern Library, UX Design, UI strict adherence to design guidance, User research, User-centric design, User experience workshops, intuitive GUI. Responsive design for tablets, mobiles and the desktop, logical documentation, customer experience analysis, wireframes and workflows. Strong creative skills. Creative, User centric and Responsive design (2-18 years)

## Tools

Gov Prototype, Adobe Photoshop, wireframing, use of diagramming applications, paper-based wireframes (2-18 years)



## Leadership skills

Project Management, Leadership skills, People Management, Business Knowledge, Cross-platform development, Managing offshore outsourced teams



## Methodology

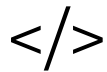
Agile environment, Scrum, Prince2 (5-10 years)

## Workflow Tools

Atlassian Jira, Trello, Slack, Team Gantt, Bitbucket, LeanKit, Basecamp (5-10 years)

## Scripting

Gov prototype, Git, Github, valid HTML5, SASS, CSS3, Responsive web, Bootstrap, CSS media queries, SASS, Grunt, Gulp



## QA and Accessibility

DDA/WAI/WCAG/ARIA, Vischeck, Cross browser testing, Cross-device testing, Load testing, Functionality Testing, Wave

## General IT related skills

Software documentation, Storyboarding, Design and technical documentation, Brand Building, Advertising and Marketing, Social Networking Promotion, Digital Business Analysis, User experience governance, Typography, iOS (5-10 years)

### 3. Testimonials

*"I worked with David on a government project at HMRC Newcastle. David proved to be tenacious, hard-working and highly capable. He was also calm and supportive whenever we were under pressure. His most noticeable attribute, however, was his boundless energy, which, along with his versatility, meant his work was always of the highest standard and delivered ahead of project deadlines."*

**Sheena Growler**, HMRC Newcastle

*"I would like to thank you and your colleagues for the work completed so far on this project. Both the project board, and representatives from the Legal Deposit Libraries Web Archive group, have recognised the marked improvements to our service which you have delivered."*

**Ian Cooke**, Head of Contemporary British Publications

The British Library, Open Web Archive

**Gary Serradinho** has endorsed my work at Tag worldwide:

*"David came on board for a 2-week high-pressure project and was a big part of the success. He worked well with the rest of the team and contributed not only with his skills but also energy and passion."*

*"I have worked with David Olsan for over a year now. David came on board to help us with the development of an E-learning site for health and non-health practitioners working in Lambeth. David is a great person to work with and a true professional. He is very dedicated to his work and easy to communicate with. The work we did here was a new development and required all involved to be flexible, approachable and patient! I can honestly say that David possesses all those qualities in abundance and did a very good job for us. I have thoroughly enjoyed working with him."*

**Vida Cunningham**, Public Health Specialist at NHS Lambeth.

UX Developer for a coaching website <http://www.catemackenzie.com/>

*"My name is Cate Mackenzie. David is utterly professional and has made the whole process an enjoyable experience. I have no hesitation in commending him and his work."*

UX Consultancy for the writer, presenter, actor and tour guide Mark Lee Conroy

*"David has worked with me regularly during the last year and he has proved to be reliable, charming and very professional. I think he would be an asset to any company."*

**Mark Lee Conroy** UX Consultancy and technical advice for Clemens Brenan.

UX internship @ TopLeftDesign

*"David is punctual, hard working and easy going" Keren Lerner, owner TopLeftDesign.*

*"David is the new new thing."*

**Peter York**, an author, journalist, broadcaster and a management consultant

## Languages

English (bilingual proficiency)

Russian (bilingual proficiency)

Czech (native)

German (conversational)

## **Interests**

Hiking & Camping, Reading: Masanobu Fukuoka, Dennis Felix, Sam Walton etc.

## **References**

Available upon request.

## **Although the last, not least**

MAC user and a British citizen.