

Stephen Woolley

Product Designer

Product Owner

✉ stevewoolley@gmail.com

☎ +44 (0) 7976 130854

🌐 www.linkedin.com/in/stevewoolley

🏠 www.stephenwoolley.co.uk

UK-based enterprise product designer and certified product owner with a traditional background in User-Centred Design, quantitative and qualitative user research, collaborative user experience design, leading design teams, and managing design systems.

KNEIP

KNEIP Communications S.A.

Bertrange, Luxembourg

March 2018 - Present

Head of User Experience

Head of User Experience for the KNEIP Digital Platform; a B2B data management platform that supports the fund industry by managing, enriching, and exchanging fund data.

- Defined the future, end-to-end, vision of the KNEIP Digital Platform.
- Undertook user research with existing - and prospective - clients enabling us to shape the future vision of the KNEIP Digital Platform.
- Introduced the use of in-house design sprints and collaborative design exploration sessions with key stakeholders to build better user experiences.
- Managed and mentored a small team of user experience professionals.
- Partnered with a full-service digital design agency to produce workflows, wireframes, high-resolution mockups, and other artefacts to bring the vision alive.

VERITAS

Veritas Technologies (UK) Ltd.

Reading, UK

January 2015 - March 2018

Product Owner for Veritas Design Language

Product Owner for Veritas Design Language (VDL); a modern, responsive, and accessible design system comprising a comprehensive library of Angular 6 components for front-end developers and Sketch resources for UX designers.

- Achieved 100% adoption rate and accelerated time to market for new products within the first 3 months of VDL components being released to engineering teams.
- Managed and mentored a small team of engineers who were responsible for the development and maintenance of the Veritas Design Language components.
- Cultivated an open-source development model where developers outside of the core VDL team could build and contribute components back to VDL for wider use.

User Experience Designer for Veritas Information Map

User Experience Designer for Veritas Information Map; a SaaS data platform that empowers organisations to gain the visibility and insight they need to regain control over their growing data estate.

- Successfully introduced the concept of “three-in-a-box” collaborative design spanning product management, engineering, and user experience.
- Delivered mockups in Sketch to support each of the sprint goals.
- Provided hands-on user experience design support to multiple scrum teams across the United Kingdom, United States, and India.
- Designed Veritas Connection Center; a user interface for creating and managing connections to and from various cloud and on-premises data sources.



Citrix Systems UK Ltd.

Chalfont St. Peter, UK

October 2013 - December 2014

Lead Product Designer for
XenDesktop

Lead Product Designer for the management console of Citrix's leading desktop and application virtualisation solution; XenDesktop Studio.

- Designed numerous new personalisation features into Citrix Studio; the administration console for XenDesktop.
- Designed a new self-serve migration experience to enable system administrators to easily migrate from XenApp to XenDesktop, whilst simultaneously upgrading the Server VDA components.
- Researched and designed the "Applications Groups" feature; a method for XenApp Administrators to group applications together into easily deployable application groups.
- Exponent of Design Thinking practices across the business.



Symantec (UK) Ltd.

Reading, UK

December 2006 - October 2013

Senior Principal User Interface
Designer

Principal User Interface Designer

Senior Principal User Interface Designer for Symantec.cloud Email Security hosted services. Managed multiple, large, user experience projects from conception through to implementation.

- Slashed Symantec.cloud support costs and queue size by designing a self-serve provisioning experience to enable Symantec.cloud customers to provision cloud services themselves, rather than relying on Symantec support to do it for them. Project was a total success with the number of self-provisioned domains surpassing the number of domains provisioned by Symantec support within the first month of deployment.
- Designed a "Spam Submission" module for users to submit spam samples for further analysis.
- Designed a "Track and Trace" module for users to gain more insight into the full journey of their email traffic.
- Simplified many aspects of the administration portal for Symantec Mail Security.cloud.

Principal User Interface Designer for the Enterprise Vault family of archiving, discovery and compliance products. Managed multiple, large, user experience projects from conception through to implementation.

- Achieved >90% user satisfaction rating with a brand new search and explore user experience for the ~30 million or so end users of Symantec Enterprise Vault.
- Researched the product requirements, mapped-out the user journeys, produced the wireframes and visual designs, and planned and managed the usability testing. Spent time in Pune, India, directing the offshore Enterprise Vault engineering team in achieving a pixel perfect implementation of my designs.
- Designed a self-serve migration tool to enable on-premises Enterprise Vault customers to migrate their data to Enterprise Vault.cloud.
- Undertook a series of user research studies with paralegals, case managers and other electronic discovery personas to inform the ground-up redesign of Symantec Discovery Accelerator (an eDiscovery solution) and Compliance Accelerator (a compliance and supervisory solution) from an ASP.NET Web application to a standalone Windows Presentation Foundation (WPF) application.



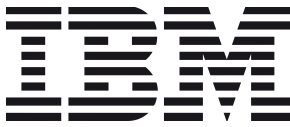
space⁰¹

November 2005 - December 2006

User Experience Consultant

User Experience Consultant appointed to enable Friends Provident to deliver digital “quote and apply” solutions for their range of life insurance products.

- Defined the information architecture for several large-scale web applications.
- Used ethnographic field user research activities to inform the design of various digital services., produced site maps, user journeys, and wireframes.
- Conducted ethnographic studies to understand how the customer contact centre in a large financial institution works and to inform future service design activities.



IBM United Kingdom Laboratories (Ltd.)

Hursley, UK

June 1996 - November 2005

Usability Consultant

User Centred Design Team Leader

Information Architect

Technical Writer

Various roles including usability consultant, multi-disciplinary User Centred Design team leader, information architect and graduate technical writer.

- Key member of UCD multi-disciplinary team tasked to redesign the Royal & Sun Alliance Web site during their rebrand to MORETH>N.
- Managed IBM Usability Lab at the IBM Hursley site.
- Provided Web and iTV usability consultancy services - and User Centred Design education - to internal and external IBM customers.
- Mentored an IBM Extreme Blue incubator project, “Synapse”; A knowledge management solution. Filed one patent (7877391) as part of this project.
- User Centered Design Team Leader for CICS Transaction Gateway; a J2EE connector into CICS.
- Undertook multiple card-sorting activities to define the information architecture for WebSphere Business Integration Message Broker/Event Broker. Published several articles on information architecture as part of this project.

UX Skills

Figma • Sketch • OmniGraffle Pro • Balsamiq Mockups • CSS • HTML • XML • Design Sprints • Information Architecture • Information Experience Design (UI Copy and Terminology) • Inclusive Design • Accessibility

Education

University of Sussex

October 1998 - June 1999

Postgraduate Degree

MSc. in Human-Centred Computer Systems (PgDip)

Undertaken on a part-time basis whilst working full-time for IBM.

Coventry University

September 1993 - June 1996

Undergraduate Degree

BA (Hons.) in Technical Communication (2:1)

Final Year Dissertation: “*Information Design for the World Wide Web*”.

Designed and developed a collection of icons for a conceptual, self-serve, British Airways flight check-in kiosk.

Accreditations

Scrum Alliance - Certified Scrum Product Owner (CSPO)

Personal Interests

Cycling, bike maintenance, walking, home improvement, typography, and travel.