

Christian Petzny

30 Priory Road, London, W4 5JA
07930 483445 | chris@iasoup.com

I am passionate about user experience, usability, accessibility and information architecture for digital media. I have extensive commercial experience of client facing strategic work, liaising between all project disciplines to create innovative solutions that deliver real commercial returns for clients. I am bilingual in both written and spoken English and German; I have a working knowledge of French and full USA and German (EU) citizenships. I am an active member of the London user experience community and regularly present at various events.

Skills

Over the last 15 years I have developed experiences for everything from complex, content managed web applications to campaign microsites. I have a unique awareness of usability and accessibility criteria and methodologies for multiple content delivery platforms. I have led user experience and design teams and been instrumental in establishing user centered design processes in a number of blue chip companies. I am equally at home with Agile or waterfall project delivery approaches.

Experience

September 2010 - Present, Freelance User Experience Architect London

Royal Bank of Scotland, Global Banking and Markets

- Lead User Experience Architect for an integrated portal for sales staff. Building and user testing Axure prototypes, user requirements gathering and interviews, facilitation of design workshops. Part of a team defining and shaping the bank's user experience discipline.

August 2009 - September 2010, Senior User Experience Consultant EMC Consulting, London

T-Mobile - site refresh

- User experience design of their new site, resulting in a 20% increase in customer conversions

Virgin Media - complete sales and care site redesign

- Led team of six User Experience Designers across three concurrent work streams
- Organised and facilitated brainstorming, concepting and collaborative design workshops
- Agile Scrum process handing off to traditional waterfall backend development

April 2007 - August 2009, Senior User Experience Consultant Wunderman, London

Ford of Europe - complete redesign for 21 European markets

- Wunderman's largest project at the time
- Led team of up to five User Experience Designers through full project lifecycle from requirements and early concepts to detailed functional specification and go-live
- Collaborated with German Ford IT development team and European account teams

Ford of Britain - localised extensions to the European site

- Led UX teams creating finance illustrators, calculators, emissions and tax calculators and a buyers guide

Land Rover - complete worldwide site redesign

- prepared personas in close collaboration with planners and strategists
- created UX concepts for the car configurator

March 2005 – April 2007, Lead User Experience Architect LBI, London (previously Framfab and Oyster Partners)

Instrumental to several new client wins and strengthening existing client relationships

Successfully implemented eye tracking technology with other members of the user research team

Member of the internal accessibility working group, championing accessibility in the design process

ABN AMRO Global Markets - incorporating 30 local intranets into a single new enterprise intranet

- Local country intranet content audits and implementation of a Microsoft Access based functional specification and system analysis tool
- Conducted user research and requirements gathering sessions in Hong Kong, Netherlands, France, USA and UK, presented findings to stakeholders in over 30 countries with Netmeeting
- Implemented and refined new bar code scanning card and document sorting techniques

ABN AMRO Asset Management - Virtual Sales Office

- Created specification for an online Virtual Sales Office for Asset Management's sales staff and relationship bankers
- Led requirements gathering workshops with client stakeholders

ABN AMRO LaSalle Bank, Chicago - Intranet platform migration strategy

- Planned migration strategy to a new intranet platform, evaluated associated content audits
- Presented new platform features and characteristics to client stakeholders

AOL UK - European portal redesign

- Created personas and a guiding design principles
- Supervised user research project to test the guidelines in France, Germany and the UK, including creation of discussion guide scripts for guided exploration and eye tracking studies
- Successfully employed new hexagon card sorting methods to interactively build new homepage concepts with user research participants

Philip Morris International - Chesterfield Mix Moments Two interactive kiosk

- Created wireframes and worked closely with visual designers to create storyboard functional specification for animated elements

Fidelity - homepage redesign, revised login process, interactive charting tool

- Led user research project to identify usability issues in the above online processes
- Developed user research discussion guides for eye tracking and guided exploration research
- Moderated guided exploration user testing and conducted eye tracking studies

Royal Bank of Scotland - redesign of internal CRM system

- Conducted user focus groups, interviews and led the entire requirements gathering phase
- Created wireframes, sitemaps and functional specifications for the new AJAX driven interface
- Developed user research discussion guides for eye tracking and guided exploration user testing

Russell Reynolds Associates - redesign of CRM system

- Brought in to resuscitate the user experience project, after previous attempts at designing the guided navigation for this CRM system had failed
- Successfully overcame difficult client-side politics to propose a new solution
- Conducted a week of client workshops to test and modify the new solution

February 2003 – March 2005, Head of Information Architecture

Interesource New Media Ltd., London

Created and refined new information architecture discipline in the company and made it an essential part of Interesource's business strategy. Integral member of pitch teams and responsible for several new client wins worth in excess of 150k. Projects included a WCAG AAA compliant new site for the Royal National Institute for Deaf People, the introduction of a user centred design methodology to Lloyd's of London's Kinect Platform, a brand new site for Tune Tribe and new web sites for the Terrence Higgins Trust and the London Stock Exchange.

July 2000 – September 2002, Senior Information Architect

Quidnunc Ltd., London

Rapid promotion from Implementation Designer (front end coder) to Senior Information Architect, defined and evolved Quidnunc's fledgling information architecture discipline.

1998 – 1999, Multimedia Designer

Multimedia Marketing, Slough

Multimedia content creation, 3D modelling, CDROM authoring, training of placement students

1993 – 1998, Freelance Designer

Morgan Motor Company, Billco, Deepend Ltd., Harkess Ord, Design Works, A.T.O.M. Modelmakers

1988 – 1992, Placement Student

Summer 1991 & 1992, Digital Equipment Corporation, Boston, USA

Summer 1988 & 1990, BP Research, Sunbury, UK

Summer 1989, BMW AG, Munich, Germany

Education

1989 – 1993, BSc (Hons) Industrial Design, Brunel University, Egham

1987 – 1989, International Baccalaureate, American Community School, Cobham

1982 – 1987, Mittlere Reife (O-Level), Deutsche Schule London (German School), Richmond

References

Mark Plant, Associate Director (UX Practice), Lab 49, +44 (0)7958 958248

Vincent Hudson, Head of User Experience Planning, Wunderman, +44 (0)7932 269369

Darius Kumana, Lead Consultant, ThoughtWorks, +44 (0)7826 890862

Tim Malbon, Founder / Executive Director, Made by Many, +44 (0)7980 764533

Richard Marsh, Director, Full Fat UX, +44 (0)7968 399749