

Ty Fairclough

User Experience Lead

www.tyfairclough.com | linkedin.com/in/tyfairclough

ty.fairclough@gmail.com

+44(0)7455 747 787

Notable experience

SmartRecruiters

Senior Product Designer (16 months — current role)

Jigsaw XYZ

Design Operations Manager 6 months (permanent)

Product Manager 3 months (contract)

UX Designer 6 months (contract)

Equal Experts (Shawbrook Bank)

UX Consultant 11 months (contract)

POPMenu

UX Consultant 2 years 4 months (freelance)

DIGI2AL (GOV.UK - BEIS, DfE, ESFA,DFID)

Interaction Designer 2 years 7 months (contract)

CareerFoundry

UX Mentor 1 year (freelance)

FOODit

Principal UX Designer 6 months (permanent)

CareerBuilder

UX Lead EMEA 2 years 9 months (permanent)

Education & CPD

Scrum Certified Product Owner

Jeff Gothelf & Jeff Patton — May 2018

Behaviourial Workshops

Nir Eyal — 2015,2020

Lean UX

Jeff Gothelf — 2015

A Levels

3 A2/A-levels A-D 2005

GCSEs

8 A-C 2003

References/Clearance

Disclosure Barring Service

000896332792

SC/DV cleared

Sponsored by PA Consulting 2021

Professional reference

B Sweeney | CEO @ popmenu LLC

F Ibe | Product Director @ SmartRecruiters

Character reference

Mr F. Ahmad, Plastics Surgeon @ NHS

D. Coffin, Senior Engineer @ Google

Skills

Understand

Hypothesis statements

User interview techniques

Surveys and data analysis

Proto-personas

OKRs, KPIs & UX metrics

UX strategy

Explore

Workshop facilitation

Data personas

Rapid prototyping

User story writing

User story mapping

Empathy mapping

Service blueprints

Sitemaps /DoGo maps

Materialise

User interface design

HTML/CSS/JS

GIT

A/B & Multi-variant testing

Acceptance criteria

Usability testing

Prioritisation modelling

Accessibility & Digital Inclusion

User flow diagrams

Preferred toolset

Pen + Paper

Post-it™ notes

UXpin

Figma

Atom editor

Lookback.io

Draw.io/Diagrams.net

Google Analytics

Validate.ly

Optimizely

Amplitude

Dovetale

Glean.ly

HotJar

Miro

Methodologies

Lean UX

Design Thinking

Agile

SCRUM

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Work experience

SmartRecruiters

Oct 2021 — present (10 mos)

Senior Product Designer (permanent)

- Worked in a forming team that was accountable for monetizing the post-application stage of a candidate's hiring experience.
- Was responsible for product discovery and design delivery. Using a lean mindset and a data-driven approach our team led metrics on engagement and revenue.

PA Consulting Group

Apr 2021 — Sep 2021 (5 mos)

Principle Product Designer (permanent)

Covered a client's (Nuffield Health) UX manager's maternity leave.

- Worked predominantly on an information architecture restructure for the business' CMS and eCommerce platform.
- Developed a visiontype that the director of Product used to secure a fresh round of funding from the board.

Jigsaw XYZ

April 2020 – March 2021

Design Operations Manager (permanent)

Empowering a team of product and creative designers to discover and deliver best-in-class services for our customers.

- Launched a career planning toolset
- Represented Design at the Board level
- Accountable for pipeline management
- Setup the organisation's ATS

Jigsaw XYZ

December 2019 – March 2020

Product Manager (contract)

Led a cross-functional team and completed the delivery of an enterprise HR tool that onboards new employees.

- Lead Scrum ceremonies
- Delivered NFRs
- Lead product through UAT and penetration testing
- User story and acceptance criteria writing
- Stakeholder alignment (PO, Account Managers, Engineers)

Jigsaw XYZ

August 2019 – December 2019

UX Consultant (contract)

Productionized designs for a HR tool that onboards new employees.

- Lead UX
- UI Design and delivery
- Co-ordinated content and research capabilities

DIGI2AL (GOV - BEIS,DFID)

April 2019 – June 2019

Interaction Designer (contract)

Led the UX for an 8 week GDS Alpha project that sought to validate the need for a financial submission and reporting tool in one of the government's departments that has a global reach.

Equal Experts (Shawbrook Bank)

June 2018 – April 2019

UX Consultant (contract)

Embedded in delivery teams we built working software using Agile and XP methodologies while mentoring staff and helping put in place a long term way of working that would continue to show value long after we left.

- UX recruitment strategy
- Leading the development of a Design System
- Demonstrating a research methodology to the business
- Hands-on generation of typical UX artefacts

Pop menu

July 2016 – December 2018

UX Consultant (part-time)

Consult a start-up team based in the United States. Employed behavioural economics and cognitive theory to create design patterns the organisation can use to maximise their consumer KPIs.

DIGI2AL (GOV - DfE, ESFA)

July 2016 – December 2018

Interaction Designer (contract)

Building financial back-office features to support billions in apprenticeship funding from Government via an Apprenticeship Levy for employers with a payroll of over £3,000,000.

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Work experience

CareerFoundry

Jan 2016 – Jan 2017

UX Mentor (part-time)

Helping fledgling designers to master the world of User Experience Design.

- Review coursework and provide feedback
- Provide additional insight into tasks
- Transpose theoretical learning into practical advice for each student in their work environment.
- Monthly conference calls with students
- Inspire, motivate and challenge students

DIGI2AL (GOV - BIS, ESFA)

November 2015 – July 2016

UX Consultant (contract)

Working on a new Government Digital Service (GDS) product. My role was to provide design solutions that could balance policy requirements with user needs

FOODit

April 2015 – October 2015

Principal UX Designer (permanent)

Managing the UX portfolio of four individual products for a small start-up in TechHub, London. I managed the UX talent pipeline as well as conducting day to day experiments and studies.

- Review coursework and provide feedback

CareerBuilder

December 2013 – April 2015

Lead UX Designer for EMEA (permanent)

Acting as an integral part of a global product team, my role was to interact closely with product owners and their teams to evangelise user experience, dual-track agile and discovery as prescribed by the industry thought leaders.

- Leadership workshop
- Product Owner coaching
- High risk and big bet LEAN MVP projects

CareerBuilder

August 2012 – December 2013

UX Designer (permanent)

Evolving and creating functional front end-user experiences in the consumer and SaaS market.

- Quantitative research – GA, OpinionLab, Internal metrics, A/B (Multivariant) testing
- Qualitative research – guerilla testing, user research, expert review, OpinionLabs, internal feedback
- Mockups – Balsamiq, Moqups, InKling sketching
- Prototypes – HTML, CSS, JavaScript, UXpin
- Walkthroughs – Moqups, InVisionApp

Kaplan

June 2012 – August 2012

UX Designer (contract)

Deliver high fidelity, responsive blog prototypes for various university sites in various languages (RTL and Chinese).

Domestic & General

February 2012 – May 2012

UX Designer (permanent)

Build out the front end workflow for a European multi-brand domestic insurance platform.

Trinity Mirror Digital Recruitment

April 2010 – February 2012

UX Designer (permanent)

Plan, deliver and test a greenfield front-end job board platform. Design lead for in-house production team.

iProperty Media

August 2007 – June 2009

Web Designer (permanent)

Redesign and extend functionality of various online properties. Produce editorial layouts for a monthly glossy publication.

- Create a SQL/PHP script to store and recall historical winners lists
- Design, Develop and iterate on registration forms
- Put in place a CMS to replace static page designs
- Design a executive car aggregator site
- Maintain a luxury property portal
- Install and design a youtube clone for luxury property