Ty Fairclough

Product Designer — Lead, Mentor, Senior IC

www.tyfairclough.com (password: peppapig)| linkedin.com/in/tyfairclough
ty.fairclough@gmail.com | +44(0)7455 747 787

Notable experience

A Product Design career over 17 years...

SmartRecruiters (HR Tech)
Product Manager, 3 months (permanent)
Senior Product Designer, 2 years 8 months (permanent)

Jigsaw XYZ (FinTech)
Design Operations Manager, 6 months (permanent)
Product Manager 3, months (contract)
UX Designer, 5 months(contract)

Equal Experts/Shawbrook Bank (FinTech)
UX Consultant, 9 months (contract)

POPMenu (Hospitality)
UX Consultant (freelance)

DIGI2AL/GOV.UK — BIS, DfE, DFID (FinTech)
Interaction Designer, 1 year 11 months (contract)

CareerFoundry (EduTech)
UX Mentor, 12 months (freelance)

CareerBuilder (HR Tech)
UX Lead EMEA, 1 year 5 months (permanent)

Education & CPD

Scrum Certified Product Owner
Jeff Gothelf & Jeff Patton — May 2018

Event Storming
Bottega IT Minds — 2023

Behavourial workshops
Nir Eyal — 2015,2020

Lean UX workshop
Jeff Gothelf — 2015

A Levels
x3 A2/A-levels A-D 2005

GCSEs
x8 A-C 2003

References/Clearance

Disclosure Barring Service
000896332792

Professional reference
B Sweeney | CEO @ popmenu LLC
F Ibe | Product Director @ Tide Bank

Character reference
Mr F. Ahmad, Plastics Surgeon @ NHS
D. Coffin, Senior Engineer @ Google

Technical Skills

Understand
A/B & Multi-variant testing
Event Storming
Hypothesis statements
Proto-personas
Surveys and data analysis
UX strategy

Explore
Data personas
Empathy mapping
Prioritisation modelling
Service blueprints
Sitemaps /DoGo maps
User story mapping
Workshop facilitation

Materialise
Acceptance criteria
Accessibility & Digital Inclusion
GIT
HTML/CSS/JS
OKRs, KPIs & UX metrics
Rapid prototyping
Usability testing
User flow diagrams
User interface design
User story writing

Human skills

Active listening
Analytical
Critical thinking
Facilitator
Learning Mindset
Mirroring
Open communicator
Problem Solver
Radical Candor
Self-regulating
Sympathising

Preferred toolset

Dovetale
Draw.io/Diagrams.net
Figma
Google Analytics
HotJar
Maze
Miro
Optimizely
Post-it ™ notes
UXpin
Validate.ly (UserZoom)

Methodologies

Agile
Lean UX
Kanban
SCRUM

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Work experience

SmartRecruiters
Oct 2023 — January 2024 (4 months)
Product Manager (permanent)
- formed a new team to reboot efforts in a neglected domain that had accumulated the second-largest ACV risk in the business.
- halved ACV risk in 1st quarter

SmartRecruiters
Oct 2021 — present
Senior Product Designer (permanent)
- worked in a forming team 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 months)
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 (11 months)
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
- set up the organisation's ATS

Jigsaw XYZ
December 2019 – March 2020 (4 months)
Product Manager (contract)
Led a cross-functional team and completed the delivery of an enterprise HR tool that onboards new employees.
- lead Scrum ceremonies
- Defined and tested 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 (5 months)
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

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Work experience

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 the Government via an Apprenticeship Levy for employers with a payroll of over £3,000,000.

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 needsFOODit
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 and conducted 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

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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 the in-house production team.

iProperty Media
August 2007 – June 2009
Web Designer (permanent)
Redesign and extend the functionality of various online properties. Produced 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
- launched an executive car aggregator site
- maintain a luxury property portal