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LATEST CV: <http://www.holdandmodify.com/grahambeale.pdf>

GRAHAM BEALE

INTERACTION DESIGNER
INFORMATION ARCHITECT
USER RESEARCHER

PERSONAL PROFILE

I have been employed within the field of user experience design for over 9 years. I am a competent user experience consultant with expertise in a range of design development disciplines.

With an established track record, I am a dependable design lead on high-profile demanding projects; able to demonstrate extraordinary determination in order to establish a compelling user-focused proposition.

Engaging and organised, I recognise the importance of close collaboration. I am quick to understand the strengths of others and how they can contribute to a successful outcome.

I encourage a transparent approach to problem solving. To facilitate this, I utilise user research and creative design activities to develop a shared vision. I can successfully articulate or influence design concepts to stakeholders at all levels.

EXPERIENCE & SPECIALITIES

- A **track record** of developing interactive projects since 1999.
- Seasoned experience of operating within **large organisations**.
- Comprehensive knowledge and advocacy of **user centred design** techniques.
- Recognised ability to **lead and monitor** a development team.
- Proven capability of working within **global teams**.
- An established expertise in the area of **user research**
- Able to **simplify complex problems** and **communicate to all levels**.
- Determined passion for **creative solutions**.
- An appreciation of **search optimisation** issues (Theme building and human readable URLs)
- Proficient in the majority of **design applications** (Photoshop, Illustrator, OmniGraffle, InDesign & Flash)
- A working knowledge of **front-end development** (Semantic markup, XHTML, CSS and JavaScript)

CAREER HIGHLIGHTS

User Experience Consultant at Diary.com

May 2008 – Present (Freelance)

I was approached by CEO and co-founder, Keld van Schreven to act as their user experience consultant on his exciting web proposition.

My work has attempted to redefine what a diary means in the on-line world, using a number of user centred design techniques such as: personas, scenarios, user testing, expert reviews, polar mapping and mood boards.

These tasks have successfully translated a range of concepts into practical wireframes and visual designs.

KEY SKILLS: Information Architecture, Interaction Design, Visual Design, SEO Optimisation, User Research

Senior Interaction Designer at Yahoo!

October 2007 – Present (Permanent)

I was appointed as the lead interaction designer on Yahoo!'s very first global media product: Yahoo! Finance. I currently work alongside our US colleagues to roll-out new designs across all regions of the world. To support this strategy I documented and promoted an extensible taxonomy/URL structure which has been incorporated into specifications for our global content management system 'MediaSuite'.

In 2008 I was asked to step-up to plan and co-ordinate the design teams efforts in a major redesign of European properties.

KEY SKILLS: Information Architecture, Interaction Design, Visual Design, SEO Optimisation, Design Leadership, Project Management

Senior User Experience Designer at BBC FM&T Journalism (BBC News website)

September 2006 – October 2007 (Permanent)

I worked closely with product managers, journalists and user research experts to develop and refine a number of web 2.0 propositions. This includes the *pan-BBC aggregation pages* (aka BBC Topics), which are organised by News Topics, County pages and Organisations. I directed and facilitated user testing sessions and interpreted the feedback into reasoned wireframes and schematics. I produced flexible design templates which can operate across all BBC departments.

KEY SKILLS: Interaction Design, Visual Design, Design Leadership, User Research

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CAREER HIGHLIGHTS CONTINUED...

Interactive Designer at BBC Radio & Music Interactive

May 2002 – September 2006 (Permanent)

During my time at Radio & Music interactive I was the lead designer on a number of high profile projects: The re-design of the BBC Radio 2 website, in which I was the departments pioneer of user-centred design techniques. *6 Music Phonetags*. A music exploration product, which enables users to tag the tracks they hear on the radio via SMS. *Audio Annotation*: An audio wiki, which allows members of the public to segment, label and tag their own programmes for the benefit of the wider community.

KEY SKILLS: Interaction Design, Visual Design, User Research, Mentoring

The previous role incorporates the following attachments:

Product Manager (BBC Radio Player) at BBC Radio & Music Interactive

March 2005 – December 2005 (Attachment)

In March 2005 I was seconded by the Head of Radio Interactive at the BBC to project manage the departments most loved product, the BBC Radio Player. Over the 10 month attachment, I was tasked with monitoring and reporting bug fixes which surfaced from the new production system, supporting production teams with technical queries and developing a proposal for version the next iteration of the product.

To inform the new proposal, I interviewed a number of BBC staff who used the production system and facilitated a user testing of the products public user interface. The conclusions of my feedback have now been incorporated into the BBC's iPlayer project.

KEY SKILLS: User Researcher, Project Management

Behavioural Scientist at BBC Research & Development

May 2004 – September 2004 (Attachment)

I was awarded a 5 month attachment to the BBC's research and development centre at Kingwood Warren in Surrey. I worked within a group of behavioural scientists who specialise in analysing and predicting audience/user trends. During this time, I wrote a research paper on the 'Future demands of digital radio'. The document concluded with a proposal for a mobile phone radio recording system which I developed into a prototype on return to my host department.

KEY SKILLS: User Researcher, Behavioural Scientist

Web Designer at The Daily Telegraph

June 1999 – November 2001 (Permanent)

Working within the design team alongside website editors and consultants from Flow interactive, we successfully re-designed the Daily Telegraph's on-line operation following a year long implementation of a bespoke content management system provided by Price Water-House Cooper.

During this time, I was given the opportunity to re-design the brand identity of *electronic telegraph* and repositioning it to the more familiar *telegraph.co.uk*.

KEY SKILLS: Interaction Design, Visual Design, Identity Design

OTHER EVENTS

- Yahoo! Hack Day winner Feb 2008
- Presented a lecture on *User-Centered Design* @ Falmouth University College Oct 2005
- Presented a lecture for the *BBC Vision Design trainee scheme* @ the National Film Theatre, London June 2004

QUALIFICATIONS

BA(hons) Graphic Communications
Awarded first class honours
Falmouth University College, Cornwall 1996-1999

PERSONAL DETAILS

Nationality: **British Citizen**
Date of Birth: **15th April 1977**

INTERESTS

Running, gym, playing football, gadgets & technology, gigs, music, clay-pigeon shooting, building PCs, Tate galleries member, photography, travel.

RECOMMENDATIONS

Recommendations or references are available on request.