JOSH TOAN.

UX Designer

UX Researcher

Web Developer

Education

BDES (HONS)
Interaction Design
Belfast School of Art
Achieved: **2:1**
Sep 2014 - Jul 2017

Level 3 BTEC Extended
Diploma Interactive Media
Northern Regional College
Achieved: **Distinction* (x3)**
Sep 2012 - Jun 2014

A-Level
Carrickfergus College
Achieved: **B, B, C**
Sep 2010 - Jun 2012

GCSE
Carrickfergus College
Achieved: **A (x2), B (x2), C (x5)**
Sep 2005 - Jun 2010

Professional Development

Nielson Norman Group
Remote User Research:
UX Research Specialty
Aug 2022

Udemy
UX Strategy Fundamentals
Feb 2022

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About Me

I am a UX specialist with over 4 years of experience providing creative solutions and innovative, user centred designs to a wide variety of industries. Bridging the gap between the user, the development team, and key business stakeholders.

Utilising industry standard tools and techniques to understand and advocate for the end user, while ensuring that the product meets the needs of the business.

A self-starter, with experience working with complex workflows and requirements and transforming them into user friendly designs, that are fit for purpose. Experienced in working across the entire project life cycle, engaging with users, stakeholders and developers to ensure that the final release is something that people enjoy using.

Approachable and highly motivated, with the ability to work independently or as part of a team, with keen attention to detail and professionalism.

Work Experience

Senior UX Designer
Expleo Group - Client: Marsh
Apr 2021 - Present

Marsh is a global leader in insurance broking and risk management, bringing global, national, and industry-specific solutions. As a UX Designer on the Marsh engagement I worked on an internal broking application, to help transform how brokers capture, manage and process insurance policies. I was responsible for understanding and advocating for the end user, while also meeting the needs of the business.

I used industry standard UX tools and techniques to transform complex requirements into considerate designs for a global application. Throughout the project life cycle I validated my designs with extensive research and global user testing, working closley with brokers around the world to ensure that the application was meeting their needs and transforming how they work, automating much of their workflow and affording them more time to focus on their clients needs.

Roles & Responsibilities
- Collaborated with cross-functional teams globally throughout the full product life cycle to identify limitations, dependencies and maintain design consistency and coherence
- Engaged in Agile ceremonies throughout the full product life cycle
- Carried out User Research and facilitated discovery sessions with each new country onboarded
- Co-ordinated with Business Analysts (BAs) to gather, analyse and interpret the requirements of both the users and the business
- Engaged with the architecture team to better understand existing high-level design choices, technical standards and platform limitations
- Generated low-fidelity wireframes to facilitate discussion and validate the product structure early in the process
- Produced high-fidelity wireframes to present screens that are closer to how they would appear in the final product
- Created detailed prototypes, showcasing the interaction behind the UI elements, their style, and positioning and giving a clearer understanding of the products efficiency
- Co-ordinated and conducted moderated and unmoderated global user testing to validate designs and the overall usability of the product across various regions in the US, Asia and Continental Europe
- Analysed results from user test sessions, uncovering trends and outputting reports so myself and the team could formulate a plan of action and prioritise issues
- Supported developers with regular check-ins and design reviews
- Worked closely with key stakeholders, users and developers throughout the product life cycle
- Delivered demonstrations of wireframes and prototypes to stakeholders for buy in
- Participated in weekly Design to Development meetings as well as bi-weekly Design Reviews

Expleo Group

Outside of client work at Expleo I took on the responsibility of being a Career Coach. The role of a Career Coach is to help guide and shape the development of our coachees, giving them the support, tools and advice that they need to excel in their role at Expleo.

Areas of Expertise

- Waterfall & Agile Methodologies
- Quantitative & Qualitative Research Techniques
- User Research & Testing (Remote & Onsite)
- Information Architecture
- User Flows
- Customer Journey Mapping
- High & Low Fidelity Wireframing
- High & Low Fidelity Mockups
- Interactive Prototypes
- Web Development
- Requirement Gathering
- Stakeholder Management
- Workshop Facilitation
- Project Management

Key Skills

- Prototyping Tools; Figma, Sketch & Invision, Adobe XD etc.
- Adobe Suite; Photoshop, Illustrator etc.
- Remote Working
- JIRA & Confluence
- Microsoft Office Suite
- Google Optimize, Optimizely & SEO
- User Testing tools; UserTesting's Human Insight Platform, Qualtrics etc.
- Content Management Systems
- Learning Management Systems
- HTML5, CSS & JavaScript
- PHP & MySQL

Professional Qualities

- Highly Motivated
- Excellent Stakeholder Management Skills
- Solid Presentation Skills
- Strong Interpersonal Skills
- Analytical & Critical Thinking Skills
- Strong Leadership Skills
- Problem-Solving
- Excellent Time Management Skills

This required me to have regular meetings with my coachees to ensure that they are on track to meet their development goals and recognise areas where they could improve.

As a Career Coach I would always make myself available to offer help and advice, ensuring that coachees are happy in their role, within Expleo or on a client site, addressing any concerns or issues they may have. I would monitor their progress, reaching out to their onsite leads for feedback and carrying out performance reviews at both mid and end of year, or at the end of a probationary period.

I helped shape the UX Service at Expleo as one of the first 2 UX Designers with the company. I worked closely with our Head of Service and our expanding team to evolve and grow our UX offerings and inform others at the company of the benefits that the UX Service would bring.

UX Researcher
Self Employed - Client: AZoNetwork
Oct 2020 - Apr 2021

AZoNetwork provides a Science Marketing Platform based on its own unique Marketing Science. As a UX Researcher I was responsible for carrying out user testing for AZoNetwork's customers, gathering measurable data to help transform and improve their digital services by better understanding their users. I was tasked with using tools like Google Optimize and Optimizely to conduct A/B testing and using various other techniques such as heat mapping to identify pain points for users on existing websites.

Roles & Responsibilities
- Engaged with business to understand their areas of concern
- Conducted surveys amongst users to gather feedback and identify problem areas within the website
- Utilised Heat Mapping to identify how people in aggregate move around a website
- Studied analytics to get a clear understanding of conversion rates and click through rates
- Carried out A/B Testing, experimenting with multiple versions of a single screen and collecting data on click through and conversion rates to validate which approach works best
- Conducted full site audits to improve Search Engine Optimisation (SEO)

UX Designer & Web Developer
The Design Factor - Client: Tibidabo Scientific Industries
Jun 2018 - Oct 2020

The Design Factor (TDF) was a multi-disciplinary design company, with a range of clients across the Public, Private & Third Sectors, however our primary client was Tibidabo Scientific Industries.

Tibidabo Scientific Industries (TSI) is a leading global developer and manufacturer of highly differentiated technology for scientific research, aerospace, and industrial markets. As a UX Designer and Web Developer I worked across several companies under the TSI umbrella on various digital products. I aided in the visual design of software for x-ray irradiation cabinets as well as high performance digital cameras and detectors. I also built highly customisable websites for each company using Content Management Systems (CMS).

Roles & Responsibilities
- Worked closely with our in-house graphic designers to align to the brand guidelines for each company
- Conducted quantitative and qualitative research
- Facilitated UX workshops, design sprints & discoveries
- Created a design system for x-ray irradiation cabinet software used across various models
- Produced wireframes, mockups and prototypes in both low and high fidelity
- Mapped out user flows, customer journeys and site maps
- Utilised CMS like WordPress to build highly customisable websites from scratch, to meet the unique needs of each company
- Developed reusable assets that could be leveraged across all companies
- Co-ordinated design efforts across TSI to ensure consistency in their digital presence
- Worked closely with key stakeholders, users and software developers throughout the product life cycle
- Delivered demonstrations, training courses and presentations regularly
- Produced guides and documentation for onboarding users on platforms like WordPress CMS or Moodle LMS for specific clients
- Supported software developers with detailed handovers and regular check-ins