Barry Briggs

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Objective

To be part of a team creating world-class digital experiences that are engaging, inspirational, market leading, and standards defining. To use my application design experience and industry knowledge to ensure simplicity of design and application usability are integral. To share knowledge, encourage talent and foster creativity across entire teams.

Responsibilities & Skills

Key responsibilities & skills:

- Voice User Interface design
- Service design
- User experience governance
- Interaction design
- Information architecture
- User research
- User-centered design processes
- Team building
- Line management
- Mentoring
- Stakeholder management

Selected projects & clients include:

- BBC Voice+AI smart assistant
- BBC News interactive voice-driven Alexa skill
- BBC Sounds Alexa skill
- BBC Children's games and stories on Alexa
- BBC Education Bitesize revision mobile app
- ASICS Global (EU, JP and US territories) eCommerce websites
- Phones 4u eCommerce website
- The Perfume Shop eCommerce website
- Lexus Europe website and AR mobile app
- Unilever global corporate website
- Oxfam GB campaign microsites
- Greenpeace campaign microsites
- William Hill sportsbook betting website

Experience

Senior User Experience Architect, BBC, Salford UK   **April 2015 – Present**

Working across a number of departments as Senior UX Architect, I've led multi-discipline teams in creating digital experiences that support the BBC's brand and audiences. Main activities include being the lead UX for the Bitesize GCSE revision app,and leading the team that designed the BBC's first forays into VUI – including designing the Sounds radio/podcast skill for Alexa, the interactive BBC News Alexa skill for UK and India markets, a voice-first BBC News app for Google Assistant, a Cbeebies Alexa skill, a number of topic-based chatbots, and the BBC's own voice assistant Beeb for Windows 10. I've also designed and conducted numerous rounds of usability testing – lab and guerilla – on desktop, mobile and voice platforms, and managed numerous stakeholders through large projects. While at the BBC I've managed small multi-discipline teams, line managed and mentored a number of UX designers, and become known as someone who is able to distill complex or highly technical concepts into something non-technical stakeholders can easily understand.

Senior User Experience Consultant, Amaze, Manchester UK   **April 2012 – April 2015**

Work closely with clients, key stakeholders, internal account management teams, creative and development staff and other key user groups to design eCommerce solutions, mobile content solutions and in-store kiosk and tablet interfaces for a range of global clients across multiple territories.

User Experience Architect, Code Computerlove, Manchester UK   **May 2008 – April 2012**

Principle User Experience Architect at Code Computerlove, a digital marketing agency with a large selection of multi-national clients in a range of sectors and services, across the UK and Europe. I was brought in to Code to help introduce a user-centered design approach into their project methodology, and to help formalize the User Experience discipline within the company. I have worked on a wide range of award-winning and industry-leading client sites, both transactional and non-transactional. During this time I utilized all aspects of the User Experience discipline while working closely with clients, key stakeholders, internal account management teams, creative and development staff and other key user groups.

User Interface Architect, William Hill, Leeds UK   **October 2005 – May 2007**

Principle User Interface Architect for market-leading online betting company, responsibilities included governance over the user experience for all public and back office interfaces across a range of channels and platforms, implementing a user-centered design process, defining information architecture, technical specifications, usability, accessibility, design & planning, integration with 3rd party payment and data caching systems, RSS data & multimedia feeds.

Web Developer, William Hill, Leeds UK   **June 2001 – October 2005**

Lead developer for market-leading online betting company, responsibilities included defining technical specifications, design & planning and governance over all public-facing areas of the company's online betting website and integration with other channels such as Poker, Casino and Bingo.

Web Developer, Pilot Interactive, Leeds UK   **March 2000 – May 2001**

Whilst at Pilot I developed a number of high profile, nationally promoted websites for multinational corporations and household brands. I also assisted in several infrastructure-based projects such as a migration of the email system onto Microsoft Exchange Server. Websites I worked on included the Disney Channel, BBC, Nestlé and Nestlé Rowntrees, HSBC and Codemasters.

Web Developer, FLG21, Leeds UK   **August 1998 – March 2000**

I joined FLG21 as a Junior Web Developer and refined my self-taught skills to an industrial standard, building a variety of both static and dynamic database-driven client websites using layered Photoshop and Illustrator documents as reference. During this time I became aware of W3C Standards, User Interface theories and coding "best practices". Websites I worked on included EMAP publishing, Slazenger, Ferrari and Slush Puppy.

Education

HND Software Engineering, Sheffield Hallam University, Sheffield UK   **1995 – 1998**