

JOSÉ ALVES

USER EXPERIENCE & DESIGN STRATEGY

mail@alvesj.com

www.alvesj.com

SUMMARY

I'm a senior user experience designer and product strategist. I help businesses use design to create meaningful experiences and envision new product ideas. I understand the importance of a holistic approach, which allows me to craft the right process that tackles the right problems and uncovers the right opportunities.

I find myself at the intersection of systematic and narrative creativity, that is to say, I'm equally strategic and tactical and enjoy both the craft of making and conceptualisation of solutions. Above all I like to make good work, and I find this is best done through open collaboration rather than production lines.

SPECIALTIES

Design Strategy

Competent in translating business requirements and synthesising user insights into a holistic product vision, through the use of personas, experience scenarios and concept diagrams. I'm confident in articulating experience visions, planning and facilitating audience and client co-design workshops.

User Experience

Skilled in creating design concepts and user experience models based on the discovery of business opportunities and the analysis of user insights. I'm proficient in developing large-scale integration documents, wireframes, application maps and user flows, as well as rapid prototyping.

Project Management

Experienced in managing documentation between design, technical and client to better facilitate project and team collaboration. I'm competent in running small multi-disciplinary creative teams, external agencies, budgets and timescales.

EXPERIENCE

Sky, London

Senior User Experience Designer (Contract)

Feb 2013 – (Present)

- Developing and leading the user experience for a new TV platform that builds on new technologies, innovative business models and emerging consumer behaviour.
- Presenting creative work internally and facilitating co-design modelling workshops, to help the internal product team defining the core proposition.
- Generating design concepts and user experience models, defining application maps, creating wireframes and navigation models.

Framefork, London and Lisbon

Director and Founder

Feb 2010 – (Present)

Framefork is a user experience and design strategy consultancy.

We solve business challenges through design thinking and create seamless, sustainable and meaningful user experiences. We work across web, desktop, mobile, tablet and TV to define and implement bespoke products and

strategies.

- Leading the user experience and client service capabilities of the business.
- Developing successful client relationships and ensuring the business delivers compelling solutions to our clients through user-centered design.
- Budget estimation, scope definition and managing the track on projects.
- Consulting / contracting in the areas of user experience, design strategy and project management.

Clients include: YouView, Sky, Mediaset, Com-Hem, Orange, EE, Nokia, BBVA, Banc Sabadell, Betfair and Intel.

Betfair, London

Senior User Experience Designer (Contract)

Aug 2012 – Feb 2013

- Led the user experience of mobile (web and iOS native apps) and cross-platform design solutions.
- Developed a vision piece to help the internal product team defining the mobile roadmap.
- Produced interaction specifications and built rapid interactive prototypes.
- Established design guidelines and typical user-centered design processes.
- Streamlined existing agile processes encompassing the end-to-end UX project lifecycle.

Projects include: Betfair Sportsbook iPhone app, Betfair Sportsbook iPad app, Betfair Exchange iPhone app and Betfair mobile site.

Ostmodern, London

Senior User Experience Designer (Contract)

Jun 2012 – Aug 2012

- Led the user experience of EE Film, a multi-platform 'home of film in the UK', combining cinema and on-demand into a single, joined-up experience.
- Facilitated client workshops to enable requirements gathering and feature prioritisation.
- Developed design concepts and created interaction specifications.

- Managed documentation and requirements between client, technical and design stakeholders.
- Instrumental in creating strategical deliverables, planning and defining the next version of the product.
- Oversaw and mentored junior team members.

Fjord, Madrid

Senior Interaction Designer (Contract)

Nov 2011 – Dec 2011

- Proposed new innovative functionality and developed user experience solutions for financial services.
 - Generated design concepts and user experience models, created wireframes and navigation models.
 - Oversaw, executed, and provided conceptual direction for key aspects of design and prototyping.
 - Managed documentation and requirements between client, technical and design stakeholders.
 - Participated in new business generation and planned workshops to present the value of a user-centred approach and demonstrate Fjord's capabilities.
- Projects include:* BBVA private banking website concept and Banc Sabadell mobile vision.

Ostmodern, London

Senior User Experience Designer (Contract)

Aug 2011 – Nov 2011

- Developed and led interaction design solutions for cross-platform products and a variety of services.
- Planned and ran workshops to encourage stakeholder co-operation through shared vision.
- Generated design concepts, defined application maps, created wireframes and navigation models.
- Defined process flows, personas, storyboards and user journeys / scenarios.

- Blended user-centered and agile software development approaches.

Projects include: Cross-platform strategy for Com Hem, digital video locker
UX exploration for FilmFlex and Sportpost website redesign.

Closertag, London

Senior Mobile User Experience Designer (Contract)

Jun 2011 – Aug 2011

- Defined the user experience of 'MeeGo' a mobile operating system for Intel.
- Generated design concepts, define application maps, created wireframes and produced specification documents.

Method, London

Senior User Experience Designer (Contract)

Feb 2011 – Jun 2011

- Designed the retail digital ecosystem for Nokia stores globally.
- Developed design concepts, created interaction specifications and validated design solutions.
- Ensured a consistent user experience across all customer touch points.
- Managed documentation and requirements between client, technical and design stakeholders.
- Evangelised and drove the adoption / growth of UX and agile software development best practices, processes and methodologies.

Schematic, London

Senior User Experience Designer (Contract)

Sep 2010 – Feb 2011

- Developed and led the user experience for cross-platform TV products and rich media interfaces.
- Generated design concepts, defined application maps, created wireframes and navigation models.
- Defined process flows, personas, storyboards and user journeys / scenarios.
- Assisted the management team with project scoping and estimation of

timescales.

- Flew to different locations to present creative work to several clients.

Projects include: Mediaset set-top box, Mediaset web player, Orange SoTV and Orange iPad concept.

R/GA, London

Senior Interaction Designer (Contract)

Jun 2010 – Sep 2010

- Single-handedly led interaction design solutions for cross-platform products and a variety of services.
- Synthesised external research and benchmarked solutions.
- Planned and ran workshops to encourage stakeholder co-operation through shared vision.
- Define scenarios and personas, analysed and present findings to UX team and wider business.
- Created user interface concepts, wireframes, application maps and documented system interactions.

Projects include: iPad app for Qatar 2022 FIFA World Cup bid, Nokia Retail touchscreen and design strategy for an investment bank.

YouView (formerly Project Canvas), London

Interaction Designer (Contract)

Feb 2010 – Jun 2010

- Developed interaction design solutions for YouView.
- Worked with joint venture partners and technical providers to help shaping the product vision.
- Generated design concepts, defined application maps, created wireframes and navigation models.
- Defined scenarios and personas, analysed and present findings to UX team and wider business.
- Managed documentation and requirements between client, technical and design stakeholders.

- Evangelised and drove the adoption / growth of UX and design best practices, processes, strategy and methodologies.

Skype, London

Interaction Designer

Apr 2009 – Feb 2010

- Developed interaction design solutions for websites and desktop applications, from initial concepts to launch and evaluation.
- Conducted heuristic evaluations and site audits; provided recommendations to the product team. - Defined scenarios and personas, analysed and presented findings to UX team and wider business.
- Generated design concepts, defined site maps and created wireframes
- Modelled the design process and defined platform independent documentation templates to be re-used across projects.
- Evangelised and drove the adoption / growth of UX and design best practices, processes, strategy and methodologies.
- Flew to different locations to present creative work and conduct user research.

Projects include: Skype windows client and Skype website redesign.

BBC, London

Interaction Designer

Oct 2007 - Mar 2009

- Developed interaction design solutions across different platforms, from initial concepts to launch and evaluation.
- Conducted in-depth interviews with end users.
- Planned and facilitated co-design modelling workshops.
- Generated design concepts, defined application maps, created wireframes and navigation models.
- Defined scenarios and personas, analysed and presented findings to UX team and wider business.- Evangelised and drove the adoption / growth of UX and design best practices, processes, strategy and methodologies.

- Recruited and hired interaction designers, line management of 2 interaction designers.

Projects include: BBC homepage, BBC mobile iPlayer, BBC iPhone app and Project Canvas.

Empathise, London

Interaction Designer (Contract)

Sep 2007 - Oct 2007

- Invited while still a master student to help in the agency's start up.
- Responsible for a comprehensive website redesign.
- Generated user experience models, visual design concepts, site maps and wireframes.
- Provided functional and visual design assets through screen comps and module specifications.
- Developed prototypes and demos in Flash.

Projects include: World Economic Forum website redesign and Flash demo for Vodafone Live Portal.

Faculty of Fine Arts of Lisbon, Lisbon

Teaching Assistant Tutor

Jan 2005 - Jun 2006

- Tutor assistance in the Infographic Design course.
- Introduction to graphic design theories and methods.
- Creation of intricate and original compositions with techniques in graphic layout, typography, photography, etc.
- Student guidance in developing creative concepts and technical support in delivering projects.
- Assessment of student performance and direction of projects.
- Joint-facilitation of technical workshops.
- Classroom monitoring / management in several levels of its operation.

Cestag, Lisbon

Web Designer

Oct 2002 - Dec 2002

- Create visual identities and graphic design assets.
- Produced user interfaces for websites, DVDs and CD-ROMs.
- Flash action script development and digital animation.

EDUCATION

Master of Arts in Design for Interaction: University of Westminster, London

Sep 2006 - Sep 2007

Multidisciplinary course in Design for Interaction. Focus on user interface design, physical computing, service design, user-centered design and human cognition.

Thesis: 'In-Between, Exploring subtle social interactions in the mobility space'.

Advisors: prof. Roman Buj and Odeya Noble-Bougay.

Bachelor (Licenciatura) Degree in Communication Design: Faculty of Fine Arts of Lisbon, Lisbon

Sep 2000 - Sep 2005

5-year degree in art and design theory and practice. Focus on graphic design, web design, aesthetics, art history, geometry, anthropology and sociology.

AWARDS, EXHIBITION & PUBLICATIONS (SELECTED)

Stuff Gadget Awards

2012

YouView - Video gadget of the year.

What Hi-Fi?

2012

YouView - Sound and vision award.

Mobile Entertainment Awards

2012

Betfair - Best gambling company.

Total Gaming Awards

2012

Betfair Exchange iPhone app - Best mobile gaming product.

Awards FBAUL 03'08, Lisbon

2008

Publication and exhibition of academic work in the awards of the Faculty of Fine Arts of Lisbon.

RedesignMe, Eindhoven

2007

Betavine - Mobile redesign competition winner.

Responsive Environments: Architecture, Art and Design, London

2006

Interactive installation featured in this publication by the V&A museum.

Experimenta Design 2005: Design Biennial, Lisbon

2005

Interactive installation presented in S*Cool Ibérica exhibition.

AFFILIATIONS

Interaction Design Association (IxDA)

Member

2008 - (Present)

Association of Computer Machinery

Member

2009 - (Present)