

Tom Norman

Interaction & Service Design
User Experience & User Interface Design

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Skills

Service Design

Interaction Design

UX Design

UI Design

User-centred design

Visual Design

Concept design

Sketching

I'm a highly organised creative with strong user-centred design skills. With 22 years of digital design experience, I bring together interaction, UI and UX design knowledge. Over the last few years I have adopted service design principles and approaches into my practice and consider user research a crucial step in the design process.

I have 11 years of interaction, UI and UX design experience within agile web and software development. Previous to that I worked for several years within digital advertising as an art director.

I have considerable experience with client presentation, team facilitation and always strive for clear communication. I also maintain an existing artistic practice of drawing, painting and printmaking.

Experience

December 2016 to present

Senior interaction designer/service designer at Department of International Trade

Data Hub - A CRM, project management and data analytics tool for international exports and investments

Tasks include: Process mapping and identifying pain-points through user research. Mapping activities, needs, goals and barriers of key users of the service. Leading stakeholder workshops and producing insights documentation. Designing UX and journey interactions for a new digital service. Building and user-testing paper & digital prototypes.

Intended Outcomes: Streamlined working practices and workflow processes for a variety of users working to secure international export and investment deals for the UK. Improved contact relationship management, providing department-wide single-source-of-truth and enabling the production of quality and transparent data allowing for accurate strategic analysis.

September 2015 to December 2016

Senior interaction designer at Home Office Digital

Syrian Refugee Resettlement Service:

Tasks included: Process and user mapping and identifying pain-points through user research. Identifying 3 different scope sizes for the project. Designing UX, interactions and UI for a new digital service. User-testing paper & digital prototypes.

Intended Outcomes: The resettlement team's aim is to bring vulnerable refugees into the UK. The existing process was slow and error-prone. The aim was to improve the process and create efficiencies using raw data to re-format and share with 3rd party organisations.

Digital Register - Help for refugees who have come to the UK:

Tasks included: Identifying pain-points of councils, through user research to understand the best approach. Designing and process mapping a proposed approach to present to the stakeholders. Designing UX, interactions and UI. Building and user-testing the digital prototypes.

Outcomes: Public digital tool allowing members of the public to submit offers of help to councils and charity organisations.

May 2014 to August 2015

Senior interaction designer at Design Services for the Office of the Public Guardian/ Ministry of Justice

Digital Deputyship Report:

Tasks included: User research to understand the existing process. Process mapping, wireframing and prototyping user journeys. Interaction design based on Government Design Service design principles. Designing for accessibility needs.

Outcomes: The Digital Deputy Service reduced the existing confusing paper reporting system. The digital service aimed to reduce the amount of work by saving important data across reporting periods and using clear and concise contextual help.

May 2014 to August 2015 (continued)

Senior interaction designer at Design Services for the Ministry of Justice

Parliamentary Questions Tracker:

Tasks included: Analysing and understanding, then process mapping the existing process. Applying service design principles focusing on Activities, Needs, Goals and Barriers of key potential users of the service. Building and user testing paper and digital prototypes. UX, UI design based Government Design Service design principles. Working with a Kanban process.

Outcomes: Working with Ministry of Justice Parliamentary Branch for 20 weeks to develop Whitehall's first open source tracking tool for the Parliamentary Questions process. Solving huge problems by status-mapping communications with 3rd parties engaged to carry out answering questions posed to government ministers by MPs.

Freelance art direction and graphic design:

Chix & Buck – Wine bar/wine merchants

Tasks included: Branding and logo; Brand guidelines; Headboard typography; Label design; Menu design; Music curation.

2009 - April 2014

Senior UI/UX designer:

BSkyB – Sky.com website with extensive work on the Help & Support and My Sky sections.

Contract senior UI/UX designer for various clients including:

Conran Design Group – Branding, Digital, Stakeholder communication agency

Big Picture Business – Environmental and social enterprise experts

2006 - 2009

Creative design consultant - UI/UX digital designer: Correspondent Corp Ltd, Tactix4, data consultants, Corinthian Chamber Orchestra and Mango Landin' bar.

Contract UI design: Futerra, Saint, Monterosa Productions – Brochure Design, UI Design.

Brand & campaign projects: Corinthian Chamber Orchestra, Capoeira Angola Palmares, Globoloco.

Mural Illustration: Design and implementation of large mural for a restaurant.

Book Illustration: 'Wake Up & Smell the Fufu' by Christian 'Njoya' Small, published by Njoya Foundation.

1995 - 2006

Contract digital art direction: Digitas, Modem Media, Publicis Dialog, BBC.

College lecturer: Westminster Adult Education Service.

Contract digital & print design roles, UI / UX design, brand development, illustration:

Ogilvy Interactive, Noho Digital, Unique Digital, Fifo Digital, Timbazo Books, Sense, Hyperdub, Timbazo Books.

Senior design role: Publicis Technology

Junior design roles: Espresso Productions, TMG Hypermedia, Brixton Online and ID Gruppe (Germany).

Further Education

2003 University of Cambridge, ESOL
International House, London

1995 Collin County College,
Texas, USA

1991–1995 Camberwell College of Art,
London

1989–1991 Epsom School of Art and Design,
Surrey

1987–1989 Esher College,
Surrey

1978–1987 Kings College School,
London

Qualifications

**Level 4 Certificate in Teaching English to
Speakers of Other Languages (CELTA)**

Photoshop, Illustrator and Desktop Publishing

BA(Hons) Graphic Design

BTEC Art & Design

A Level Art

**O Level Art, English Literature,
English Language, French**

Personal Details

- Date of birth - 27.10.70
- Married, with a child.
- UK driving licence.
- I maintain a traditional art practice; drawing, painting and printmaking. I have developed some large scale art projects, including a mural and a group painting project with a capoeira group.