

Consulting Highlights

Albion

2015

Product ideation, development, concepts and user testing a chat UI for a **medical start-up**. Development for a new digital service for **Compare the Market** working as their in-house labs team to produce, test and launch a new service.

The App Business

2015

Product ideation for new in-store interactive experiences for **Debenhams**. Working with the in-house teams to workshop their pain points, prototype new experiences and testing in-store with staff & customers.

Burberry

2012 & 2014

Worked across many areas of **Burberry** digital presence focussing on the gifting, live show experiences, new omni-channel product launches and mobile marketing sites.

Ostmodern

2011/12 & 2014

Video on demand multiplatform projects for **BT Sport**, **ITV**, **Channel 4** and Swedish telco **Com Hem**.

R/GA, B-Reel, Native, Proximity London, Euro RSCG, The App Business, Spring Studios, Rufus Leonard, Spinnaker & Razorfish

Conducted workshops and requirements gathering for **C&A** and concept work for **Argos**, **Armani** and **McDonalds**. Advised on product development and experience for start-ups such as **Tribe** and **Flattr**. Designed multi-platform user experience projects for **Credit Suisse**, **Microsoft**, **NatWest**, **Santander**, **The AA**, **Capital One** and **Royal Mail**.

Permanent Positions

Kneedl

2008

Co-founded a real estate start-up based in Miami, USA. Responsible for product direction, development resourcing and experience.

Yahoo - uk.yahoo.com

December 2006 - November 2007

Setup Yahoo!-Eurosport working with teams in the USA and France. Developed the 2007 Tour De France experience for Eurosport.

Gcap Media (now Global Radio)

2007/08

Setup a new Experience team to manage Gcap's portfolio (**Xfm**, **Classic FM**, **Capital FM**, **Choice**) and 42 local radio station websites.

ntl: (now Virgin Media)

Head of Design and Development, 2000 - 2005

Ran a team (14 in total) of designers and developers who created and maintained the ntl websites, digital TV platform and consumer facing print.

I'm Alex Lee, an Experience consultant with 16 years of experience with everything from huge international brands to one-man start-ups.

I define, design, prototype, test, launch and refine successful products.

Fluent in

Agile (scrum master certified), adept with data (GA), visualisation (name your tool of choice) and product management (Jira, Trello, Slack, Google Docs... whatever gets it done)

Get in touch

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