

Current position:

VML (Jan 2017 - Present)

Product strategy, customer mapping and ideation for a new Ford owners experience as well as wireframe work on Ford's European iOS and Android app.

Consulting:

R/GA, Sapient, B-Reel, Native, Proximity, Euro RSCG, Spring Studios, Rufus Leonard, Hogarth, Spinnaker & Razorfish

I've worked for many agencies across numerous sectors. My work has included nimble innovation and concept work through to product refinement, detailed specification documentation and user testing. I'm able to provide in-depth detail on appropriate projects on request. My full employment can be found on [LinkedIn](#). Highlights include:

Albion (2015 & 2016)

Product strategy, ideation, UX and testing for a **medical start-up**. UX approach and development of a new digital service for **Compare the Market** working with their in-house engineering team as well as optimising their existing products.

The App Business (2015)

Product strategy and ideation for in-store digital experiences for **Debenhams**. Working with the in-house teams leading workshops to uncover opportunities and requirements, prototype new experiences and test implementation with staff and customers.

Sapient (2014)

Worked in-house with a labs team at **Natwest/Royal Bank of Scotland** developing and testing future interfaces for consumer banking.

Burberry (2012 & 2014)

Contracted multiple times to deliver UX design across many areas of **Burberry's** digital presence focussing on the gifting, live show experiences, new omni-channel product launches and mobile marketing sites.

Permanent positions:

Kneedl (2008)

Co-founded a real estate start-up based in Miami, USA. Responsible for managing the product including strategy, development and customer experience.

Gcap Media (now Global Radio)

Head of User Experience (2007 - 2008)

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

Yahoo (2006 /07)

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, prototype, test, launch and refine successful products.

Skills

Tools - Sketch, Invision, InDesign, Axure, Jira, Keynote, Trello, Slack, spreadsheets... whatever gets it done.

Process - Agile (scrum master certified), pragmatic approach to delivery.

Strategy - Value propositions, product visions, defining requirements and validating with customers.

Get in touch

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