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# KELBY GARSIDE

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## Profile

I love designing experiences that enhance the way in which people interact with websites. I enjoy researching users and their habits, working closely with stakeholders and validating solutions through user testing. Aside from User Experience and Information Architecture, I have a keen eye for detail when it comes to User Interface design, and strong front end skills to assist in prototyping and creating responsive code for development teams. I have good communication skills and I enjoy working closely with other team members either on-site or remotely.

## Experience

### UX and Interaction Designer - LottoStarlet Sliema Malta - September 2017 to present

I am responsible for the UX design of the LottoStar24 website, making sure that the experience for users is best in class as well as ensuring identification of issues that may affect conversion using a variety of testing methods.

Input into board level decisions relating to usability enhancements to increase sales and customer retention.

### UX / UI Designer - NetRefer Msida Malta - December 2015 to August 2017

Responsible for ensuring a consistently great 'on brand' user experience for customers when using the NetRefer suite of applications. In the past year I have been able to evolve the brand, giving it a fresh look, creating an across brand fresh accessible colour scheme and making sure that the new interface components are easy to use and add value to the products.

A key component of the new products is the Simple Textual Conditions UI that I conceived to provide an easier way to create and input the complex rules required.

Designing the new product interfaces requires effective communication with the Product Manager and other stakeholders as well as using IA techniques including customer research, journey mapping, wire framing and prototyping. I ensure that these journeys are effective through the use of user testing.

### NetRefer Code Club - Summer 2016

I initiated and ran a code club for primary age children to teach them simple coding techniques and to give them a good foundation that they will hopefully build on in the future. This was a successful initiative culminating in a graduation ceremony attended by the Minister for Education - Evarist Bartolo

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**UX / UI Designer (contract) - Zurich UK Life, Pensions  
Swindon UK - March 2014 to November 2015**

Designing the user experience and interface design of a new life product quote and apply extranet for both end customers and independent financial advisers. Working with stakeholders and business analysts to gather requirements and create appropriate user focussed journeys, resulting in wireframes, interactive prototypes and deliverable code ready for offshore development teams. Retained in September 2014 to work on the UI design of a new pensions and retirement area of the main Zurich UK website. This involved the creation of an 'on brand' style for the informational areas of the new site along with designs for the transactional UI elements that have since formed part of a new Global direction for Zurich's web presence.

From June 2015 I continued working for Zurich remotely from Malta.

**UX / UI, Front End Designer - Fasthosts Internet  
Gloucester UK - July 2010 to March 2014**

Responsible for complete end to end design of hosting control panel functionality. Working with product owners to ensure a good user experience, interviewing existing customers to assist in deciding effective use cases and creating the process flow, wire framing and mockups prior to coding of the UI in HTML, CSS and jQuery.

**UI, Front End Designer - T-Mobile International, Product Design Centre  
Hatfield UK - October 2007 to July 2010**

Responsible for the design and implementation of user interfaces for T-Mobile branded mobile and web customer portals, WLAN hotspot landing pages for European T-Mobile sites and those of WLAN partners such as Lufthansa, Virgin trains and Starbucks. Involved in creating prototype interfaces for unified content projects across home internet, mobile and TV devices.

**Groupware / Portal Application Specialist - Nokia Siemens Networks  
Farnborough UK - June 2006 to October 2007**

**Service Manager:** Web applications, Blog/Wiki and collaboration tools

**Project Manager:** Web applications, Internet access project

**Project Team Manager:** Responsible for 6 staff on Web app projects

**Groupware specialist, Application support specialist - Nokia UK  
Farnborough UK - February 2002 - June 2006**

**Groupware specialist:** Development of Internal workflow apps using Domino

**Service Manager:** Document Management apps for Europe

**Content Manager:** Document Management Platform Intranet

**2nd tier support:** Design Data Management apps and Documentum apps in Europe and Africa. This work involved working remotely from the UK with teams based across Europe and America.

**Intranet Developer - Yates Group - Bolton UK - July 1997 to Nov 2001  
Linux Admin - Microvitec - Bolton UK - Nov 1994 to July 1997**

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## Education

### 1989 – 1994 : University of Central Lancashire. (Preston)

BTEC Higher National Diploma in Computer Studies (Software Engineering)  
BSc (Hons) Computing with Combined Studies (2:2)

### 1987 – 1989 : Blackpool & Fylde College. (Blackpool)

BTEC National Diploma in Computer Studies

### 1982 – 1987 : Montgomery High School. (Blackpool)

6 GCE incl. Maths, English, Computer Studies. 5 CSE.

## Skills

- Stakeholder management
  - Remote working
  - Information Architecture requirement gathering and analysis methods
  - UXPIN / Axure to create UX deliverables such as process maps, wireframes and interactive prototypes
  - UI page design in Affinity designer and Affinity Photo and Adobe Photoshop
  - Build of page templates in HTML5, CSS3 and Bootstrap for delivery to developers
  - Mobile first responsive design to cater for delivery across multiple devices
  - Accessibility design and consideration
  - Content strategy
  - Social media strategy
  - Integration and customisation of third party tools
  - Versioning of code using Subversion and GIT
  - Agile working methods including Scrum and Kanban
  - Usability testing practices such as variant, A/B and end user testing
  - Brand and UI online style design
  - Service, Project Management
  - Team Management
  - Teaching in Summer School for primary age range
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### **Interests**

I enjoy going out and about in Malta with my Wife and children, discovering new places and posting photos of these to Instagram. I enjoy finding new films to watch on the TV or reading a good crime novel.

I also enjoy following the latest UX developments through Twitter and blog posts.

I have also supported several charities such as Macmillan, British Red Cross and Hand Up by building websites for their volunteers.

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