

Ross Pope

Service designer / UX designer

07540549291

rosstpope@gmail.com

www.rosstpope.co.uk

PROFILE

I'm a Bristol-based, enthusiastic and results-driven Service and UX Designer with a passion for product and the web. I believe in an outcome-based approach, ensuring the results of our work is measured and quantified to build the best possible understanding of user behaviour.

I have solid experience running workshops and user research, working with clients to understand requirements across a variety of projects. My skill set spans from wireframing and prototyping, to working at a higher level of strategy and service design including technological, business process and commercial needs. I've worked in both large design teams and as the sole designer on projects.

My approach to design is always as collaborative as possible. Including stakeholders, users and developers in the process and design of any product or service leads to the best version of itself that people believe in.

RELEVANT WORK EXPERIENCE

Service Designer - Sparck (BJSS) (Sept 2020 - present)

My role as a service designer In Sparck has allowed me to flex a number of different design roles and skills across some really varied and exciting projects. I get to work closely with users and clients, bringing together aspects of all areas of delivery from user needs to business processes.

As a consultant, the role requires me to dip into a wide variety of skills to deliver what's needed for the project and include the following:

- Running a huge number of client workshops, interviews, focus groups etc.
- Gathering requirements from clients
- Running and analysing user research
- User testing, including with users with accessibility needs (screen readers etc.)
- Wireframing and prototyping
- Stakeholder management
- Service blueprinting
- Service ecosystem mapping
- Strategy and planning
- Contributing to pitches for further phases of work
- Continuously presenting back to clients

At Sparck I am sometimes part of a wider delivery team, working with other designers, clients and developers to see something through to delivery and even beyond. However, some projects require you to work as a sole service designer supporting the client with their needs.

Product Experience Manager / Interim Head of Product - Sift (Jun 2018 - Sept 2020)

In this role, I am leading User Experience and Product design at Sift. I ensure the success of the two major B2B products within the business, working across both Drupal and Wordpress platforms. I take an evidence and insight-driven approach to product development. I took on the responsibilities of a newly created Head of product role during my notice period, as I was offered the role but had already decided to move on to the agency side of things.

This role spans product management and user experience design, my responsibilities include:

- Developing and leading product vision and strategy.
- Ownership and optimisation of the user experience across our digital products.
- Creating and running workshops that help stakeholders bring ideas and concepts to life.
- Translating concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences through testing.
- Working closely with the development team to deliver projects to a great standard, applying the Agile methodology.
- Being the customer advocate across the business educating teams on audience, clients and their customers.
- Owning our data strategy across the product, configuring all the analytics/Tag Manager and Data studio in order to best understand our customer behaviour and communicate that understanding to the rest of the business.
- Pivoting their in person yearly expo event into a digital event for lead generation during the pandemic

User Experience Designer - Sift (Feb 2017 - Jun 2018)

As the sole User Experience Designer for Sift, I defined and implemented the UX strategy for the business. Introducing user research, usability studies and setting up measurements of success for existing products.

My responsibilities as a User Experience Designer included:

- Conducting user research in order to create personas for marketing and editorial teams.
- Running usability studies to test designs and concepts.
- Creating and running workshops, including a number of successful Design Sprints.
- Creating journey maps and empathy maps to help the business understand their audience behaviours.
- Designing and building prototypes using an array of methods, from paper to coded wireframes.

Client Support Manager - PracticeWeb (May 2015 - Feb 2017)

I ran the support team for the agency side of the business. Managing 2 others, we dealt with all client queries and tasks. It ranged from providing clients training on our platforms, through to designing and building smaller sections of clients' sites. Working so closely with our end users sparked my interest in user experience design.

SKILLS

I love being a User Experience Designer and Service designer, and I'm always looking for ways to learn and improve the work that I do. I spend a lot of time reading various design books and attend as many talks as I can.

My current skills include:

Methods	Tools
Running workshops	Miro/Mural (I live in these)
Service blueprinting	Whimsical
User research:	Adobe XD
• Writing and running Workshops	Sketch / Figma
• Interviews and usability testing	InVision / Zeplin
Data analysis (GA/ Tag manager / Data studio)	Sketchpad & Post-its!
Interface and web design	Sublime / Visual Studio
Information architecture	Browser developer tools
Wireframing/prototyping (Paper, digital, code)	
HTML/CSS, and a touch of Javascript.	
Design Thinking	
Facilitating Design Sprints	

A BIT ABOUT ME

Outside of design, I'm currently completely renovating a Victorian property with my partner. It's been a labour of love and allows me to get away from a screen and get stuck into more hands-on work. We've documented our dusty journey so far [on our instagram](#), which apparently people enjoy enough to see it grow to >10k followers. I'm also a keen guitarist and piano player, and try to get together and play music with friends as often as I can.