

Tom Gilbert Scott

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Lead user experience, product designer and technologist.
An advocate for user centered design, integrating lean processes,
exploratory qualitative research methods and fast prototyping.

Summary

Pro-active, innovative thinker, who thrives on new challenges
15+ years experience building and leading digital design and development teams
A passion for creating beautiful, user-centric designs and interfaces that deliver measurable results
Comfortable working across web, tablet and mobile, conversant with responsive and adaptive techniques
A hands-on approach that ensures design concepts quickly become usable, interactive experiences
Able to effectively bridge gaps between technical, creative and business stakeholders
Friendly and open nature with good communication and interpersonal skills
Extensive experience of e-commerce across a wide range of sectors
Practical experience of lean and agile process with small and large teams
Excellent knowledge of internet technologies (skilled in HTML5, CSS3, JavaScript, PHP and Ruby on Rails)
Founded and led digital design and development agency, Talking Pixels, for 6 years

Clients

Tesco, Carphone Warehouse, Geek Squad, Institute for European Environmental Policy, British Press Photographers' Association, The Press Photographers' Year, Jo Wood Organics, Roberson Wine Merchant, Unicef, Vocalink (formerly BACS), Topshop, Sony PSP, Deloitte, NatWest, RBS, WorldPay.

Experience

2016-present

Design Lead, Experience Strategy, Tesco Online

Leading a small, focused team of experience designers to help answer some of Tesco's key strategic questions about their online experience, through the application of UCD and Lean methodologies. Primary focus is on creating a vision and road map for convergence of Tesco's core shopping experience.

2015-2016

UX Principle, Tesco Groceries

Responsible for UX quality, consistency and process, line-management of fifteen UX designers, working across Tesco's transactional products, including web and native apps. Helped initiate the creation of Tesco digital design language.

2014-2015

UX Lead, Tesco Groceries

Led a key project to redesign Tesco's UK online grocery experience, setting out a vision for the future of the website, while becoming fully responsive and easier for customers to use. Championed and applied UCD methodologies, including ethnographic research, concept research and development, prototyping and user testing in the design process.

- 2013-2014 Established and led UXD practice at Tesco UK Groceries, overseeing and managing the redesign of a £2.6B website, which led to notable KPI improvements.
- Recruitment, leadership and day-to-day management of a tight knit team of UX and visual designers
 - Conception and introduction of new user-centric strategic design and UX processes
 - Presenting and exploring design concepts with the business leaders
 - Providing creative direction and leading the creation of new digital design guidelines
 - Established high-fidelity, high-interactivity prototyping methods to 'fail early, fail fast, fail often'
 - Working closely with agile development teams to ensure design concepts are viable and effectively realised
- 2012-2013 **Lead Designer, Tesco Wine By The Case**
Carried out a complete responsive redesign and prototyping of Tesco's Wine by the Case website.
- Definition of brief and engagement of stakeholders
 - Prompted the adoption of responsive/adaptive techniques across the wider business
 - Complete redesign of the Tesco mobile wine website in three weeks, leading to significant increases in trade
- 2011-2012 **Lead Visual UX Designer, Geek Squad UK / Carphone Warehouse**
Sole designer for a complete website redesign and build for Geek Squad UK. The project involved translation of business objectives into a viable online presence, a complete rethink of how the site communicates with it's audience, as well as a branding refresh.
- 2005-2011 **Founder & Director, Talking Pixels, London, UK**
Founded and ran a digital design and development agency for 6 years providing high quality, bespoke solutions for a wide range of clients in creative, retail, media and technology industries.
- 2003-2005 **Design Manager, Chameleon Net, London, UK**
Created and managed a new design team, responsible for designing and building web interfaces for a wide range of clients, contributing to threefold growth of company over two years.
- 1999-2002 **Designer & Design Manager, WorldPay plc, Cambridge, UK**
Developed a wide range of skills and took responsibility for running a team of designers, during a period in which WorldPay grew to be one of the largest payment service providers in the world.

Technical Skills

- Design Photoshop, Illustrator, Sketch, Adobe XD, Invision, Principle, Axure, InDesign
- Development HTML5, CSS3, JavaScript, JQuery, PHP, Ruby on Rails, MySQL, currently learning Swift and Node.js
- Desktop Mac OSX & Windows, MS Office, etc.

Education

- 1996-1999 **BSc Audio & Music Technology, 2:1**
Anglia Ruskin University, Cambridge, UK
Subjects studied include: Multimedia Design, Data Communications, Digital Synthesis and Software, Copyright and Contract Law, Sound Recording and Reproduction, MIDI, Signal Processing, Electronics, Acoustics, Mathematics.
- 1989-1995 **11 GCSEs & 3 A-levels (Design, Electronics, Chemistry)**
Queen Elizabeth's Community College, Crediton, Devon, UK