

## Tom Gilbert Scott

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An accomplished digital leader and specialist with over fifteen years' experience building and running design teams and leading user-centered projects. A broad range of experience covering strategy, innovation, direction, management and mentoring, as well as hands-on skills in user research, IxD/UX/UI design, prototyping and coding. Has worked for multinationals, SMEs and start-ups across e-commerce, finance, media, policy, travel and charity sectors.

Pioneered digital design and user research practices at Tesco Online Groceries, transforming it from a one-person role to a large, multidisciplinary, user-centered product design team, collaborating across the business and creating innovative customer experiences. Founded and ran digital design and development agency, Talking Pixels, for six years.

Currently working with innovative, London-based data product and service design agency, Normally, for clients including Barclays, the Department for Digital, Culture, Media & Sport and the BBC. Now looking for a new challenge closer to home, in or around Bristol.

## Experience

- 2018-present Senior Designer, Normally – [normally.com](http://normally.com)
- Barclays – definition of the future strategy for a mobile banking proposition and product, focusing on key customer needs.
  - Department for Digital, Culture, Media & Sport – using speculative design to help the government better understand and prepare for the future of personal data mobility.
  - BBC – facilitator in co-creation research to identify future digital opportunities for a key customer group.
  - Internal R&D into designing with data and data ethics.
- 2017-2018 **Design Lead, Mobile Apps, Tesco Online**
- Led a multidisciplinary team in the initial concept, design, service prototyping and user testing of Tesco's recently announced 'Scan Pay Go' app, offering customers the ability to shop and pay using their phone, avoiding queuing for the till.
  - Worked in close partnership with the lead product manager to advocate to engage senior directors and executives to ensure alignment of customer needs and business requirements.
- 2016-2017 **Design Lead, Experience Strategy, Tesco Online**
- Established and led a hybrid design team to investigate some of Tesco's broader digital strategy questions through user-centered design and research
  - Defined a long-term vision for Tesco's multichannel shopping proposition (digital & in-store).
- 2015-2016 **UX Principle, Tesco Groceries Online (eqv. Head of UX)**
- Managed, coached and led fifteen UX designers.
  - Promoted practice excellence in user-centered design within Tesco.
  - Established product and team principles and promoted their adoption within Tesco.
  - Responsibility for quality and consistency of the customer experience across Tesco's digital retail channels.

- 2013-2015      **UX Lead, Tesco Groceries Online (eqv. Head of UX)**
- Prompted the need for, and established UX practice in **Tesco Groceries Online**.
  - Built a multidisciplinary UX team that grew to fifteen specialists.
  - Championed the adoption of user-centered design practices including ethnographic research, concept research and development, prototyping and user-testing.
  - Identified and evangelised key unmet customer needs and design responses.
  - Led two key redesign projects of Tesco's online grocery proposition with a focus on improving the customer experience.
  - Collaborated with senior directors, executives, customer insight, marketing, agile development teams and other stakeholder to ensure redesign projects were anchored around customer, business and technical needs.
- 2012-2013      **Lead Designer, Tesco Wine By The Case**
- Sole designer for the redesign and prototyping Tesco's Wine by the Case website.
  - Prompted the adoption of responsive/adaptive techniques across the wider business.
  - Redesign of the mobile website, leading to significant increases in trade.
- 2011-2012      **Lead Designer, Geek Squad UK / Carphone Warehouse**
- Sole designer for a website redesign and build for Geek Squad UK.
- 2005-2011      **Founder & Managing Director, Talking Pixels, London, UK**
- Founded and ran a digital design and development agency for 6 years providing high quality, bespoke web sites and applications for a wide range of clients in creative, retail, media and technology industries.
  - Clients included The Institute for European Environmental Policy, British Press Photographers' Association, Vocalink, Topshop and Sony PSP
- 2003-2005      **Design Manager, Chameleon Net, London, UK**
- Built and managed a design team responsible for designing and building web interfaces for a wide range of clients, making a key contribution to threefold growth of the company over two years.
- 1999-2002      **Designer & Design Manager, WorldPay plc, Cambridge, UK**
- Developed a wide range of design and management skills.
  - Built and managed the company's first internal design team, supporting the business and it's partners, including Deloitte, NatWest, RBS and Girobank.
  - Innovated one of the world's first e-commerce site builders, Click & Build, and virtual payment terminal, WorldAccess.

## **Education**

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