

PERSONAL SUMMARY

I am an experienced business analyst, solution designer and end-to-end software product manager with a track record of successful design and delivery with a range of high-profile customers. With a leading role in all stages of the product development lifecycle my creative problem solving, development experience and UX led approach sees me equally suited to working alongside clients, end-users, senior managers and members of design, development and QA teams.

Working across multiple projects and throughout the development lifecycle my experience is varied but, across each of the projects I have been embedded in, it focusses on requirements analysis, business process analysis, solution design and software specification. My background in user experience design and development uniquely positions me to extend beyond the typical reach of a business analyst, encompassing workflow design and UX prototyping which have proved invaluable in securing understanding and buy-in from all stakeholders, irrespective of their technical experience.

KEY ACHIEVEMENTS & SUCCESSES

- ★ Driving marketplace adoption of the Myprogress product, increasing market share from a single university implementation to over 25 in the last 36 months.
- ★ Managing the specification, design and delivery of over 2,000 man-days of product investment – working with both internal and external stakeholders to deliver rich, usable product functionality driven by both commercial and end-user requirements.
- ★ Leading R&D in the fields of personal portfolios and digital badging, presenting findings and engaging with audiences at several, large conferences and events ultimately leading to the development of the Myshowcase.me, Openbadges.me and BadgeUp.me products.

WORK EXPERIENCE

Myknowledgemap Ltd.

2011 – present

Technical Product Manager

Driving both internal product investment and customer-funded product enhancement projects I have, over the past 6 years, led on the specification and design of a wide range of developments. I work closely with all stakeholders throughout the development lifecycle to achieve many key results:

- Delivery of product-based development projects to agreed specifications, timelines and budgetary thresholds
- Increasing the commercial attractiveness of the product line through careful feature selection and user experience design
- Improving both developer utilisation and product profitability through the development of reusable and configurable product components
- Ensuring both technical and user experience quality to reduce time spent on product support

Working in this position has provided a wide range of experience across many different clients and product development projects, including Arcadia Alive, the General Medical Council and the Lee Kong Chian School of Medicine in Singapore.

– Arcadia Alive
2016 - 2017

Working alongside the Arcadia Alive training and management consultancy I specified and designed a technology platform for the competency assessment of train drivers and guards. Utilising offline mobile apps and intuitive user workflows, tailored for the unique environment of cramped cabs on moving trains, observations can be completed over multiple sessions and by multiple observers. Data is synced centrally for management and

reporting, replacing cumbersome skills log books and expensive 3-sheet carbon paper assessment forms.

– *General Medical Council*
2015 - present

Contracted by the General Medical Council (GMC) in early 2015 to revolutionise the traditional paper-and-clipboard approach to the validation of foreign doctors, I was added to the project team to define requirements, scope and specify the various software development work packages.

Working closely with both the IT and examination teams at the GMC, I led on the review of existing business processes and the identification of key user personas, followed by the comprehensive specification of a web and mobile platform to deliver the high-stakes assessment workflows.

Delivered in late 2016, this solution has brought with it savings in both time and cost, providing a consolidated platform for the management, delivery and reporting of paper-based exams and observational fitness-to-practice assessments. Building on the success of the first phase development the contract has been renewed with subsequent extensions covering additional mobile assessment functionality, real-time dashboard reporting and a range of exam management enhancements.

– *Lee Kong Chian School of Medicine*
2012 - present

As the sole business analyst on a \$1M+ development project for Singapore's newest medical school I worked closely with both the IT and academic teams to elicit their sophisticated requirements and design a solution that was technically viable, cost effective and suited to the needs of both staff and students.

Delivered over multiple phases, the software (both web and native mobile apps) is now widely used across all 5 years of the medical degree. Forming the basis of all workplace based assessment, the Myprogress software is delivering improved student engagement and academic feedback as well as significant cost savings over paper-based assessment processes and a large reduction in the time demands of, already time-poor, academic medical staff.

Myknowledgemap Ltd.

2009 – 2011

Product Strategy Manager

Taking the leading role during a period of organisational direction change I oversaw the shift from project-based development to a resalable product line. This shift not only increased margins and development team utilisation but, most importantly, shifted company revenue from high-risk project development to low-risk, repeatable product licences and services.

Myknowledgemap Ltd.

2005 – 2009

e-Learning & Usability Design Manager

Tasked with transforming the traditional approach to online learning materials, I was instrumental in adding intuitive instructional design, rich and compelling interactivity as well as cosmetic flair to courses for clients such as Edexcel, the Chartered Management Institute and the RSPB.

EDUCATION

2003

BA(hons) Multimedia Design – 2:1
De Montfort University, Leicester