

Daniel George

User Experience Designer

Nationality : British

DOB : 15/01/1975

Tel : 0044 7932 034 184

Email : dangeorge@acepointdesign.com

Web : www.acepointdesign.com

Linkedin : <http://uk.linkedin.com/in/danjgeorge>

A proven User Experience Designer and Usability Expert with the ability to lead digital projects end to end. The capability to deliver strategy to reality, with over 12 years in User Experience Design roles. Currently working as the User Experience Digital Lead for AstraZeneca Pharmaceutical, working on internal applications and external digital marketing projects. Expertise in information mapping and wire-flows generation, professional UI/IA documentation, conceptual design and technical implementation. A strong knowledge in web standards compliance, usability, accessibility issues, search engine optimization, as well as experience delivering large and at times business critical web projects.

Education

Kingston Upon Thames University

B.Sc. Computer Science

Sept 1995 - June 1999

Skills

Software

Strategy : Paper, MS Visio, Azure, OmniGraffle.

Documentation : Adobe InDesign.

Creative : Adobe Photoshop, Adobe Illustrator

Code

HTML 5, XHTML 1.0, CSS 2/3, JQuery and Prototype libraries.

Able to work with JAVA, AJAX, ASP, PHP, XML, XSL.

Standards

User-Centred Design process, Usability heuristics, WCAG 1.0/2.0

Work experience

Current role

AstraZeneca Pharmaceutical, User Experience Digital Lead

July 2006 - date

MS SharePoint (Intranet) and Alterian Morello (Internet)

[For sample web projects click here](#)

Digital Lead

- Key relationship builder with Key Stakeholders, Brand Teams and Product Managers.
- Consult with Market Leads on Multi-channel marketing campaigns across regions of Europe and how to best fit the digital infrastructure with their marketing vision.

- Design Lead for the AstraZeneca Global Standards Steering Group.
- Design consultancy to third party agencies on the design practices of the platform and company.
- Website Build Strategy Lead for a team of 10 across the UK, India and China.

User Centred Design practices

- Meet with Key Stakeholders, Brand Managers and Marketing Teams to determine project scope.
- Information Mapping and Content Architecture consultation, defining focal user journeys.
- Orchestrate usability testing with user-focused groups, developing and testing against user scenarios.
- Testing of competitor websites to determine strengths and weaknesses.
- Build intuitive and well-structured site-maps and wireframes, for use of the client, legal team approvals and the web development team.
- Present strategy and findings to Stakeholders.
- Create attractive, brand-focused, professional and polished designs.
- Hand code clean front-end code to accessibility (WCAG AA) standards, that renders correctly across defined media devices.

Platform support

- Built the CSS architecture of the Alterian Morello CMS and its support processes.
- Create and maintain guidelines and standards documentation for the platform.
- Manager of 4 design resources for the migration of over 100 websites into the CMS.

Previous roles

AstraZeneca Pharmaceuticals, Web Designer

September 2003 - July 2006

Web Framework CMS

- Liaise with clients to understand the project scope.
- Information Architecture consultation.
- Create website concepts based on guidelines from the AZ Global Standards (Adobe Photoshop).
- Flash banner and logo creation.

Schlumberger, Web Designer

September 1999 - 2002

The BP Global Intranet platform

- Create brand/service-focused designs, flash banner and logo creation.
- Hand code clean front-end code according to BP Intranet guidelines.

British Airways, Junior Web Designer

July 1997 - 1998

IS Desktop Product Development

Freelance projects for acepointdesign

iStorage UK Ltd, User Experience Designer and Developer

Website: www.istorage-uk.com

September 2009 - date

- Create a Strategy Brief to outline project challenges and deliverables and to understand the target audience and how the website should be built to accommodate their needs.

- Creation of wireframe/wire-flow sketches to aid the customers understanding of critical user paths.
- Heuristic evaluation testing of recognised user-focus groups through online usability tools.
- Testing of competitor websites to determine strengths and weaknesses.
- Create design concepts based on the company branding, with focus on promotion of the product line to its key audiences.
- Develop standards compliant and accessible XHTML, CSS and unobtrusive JavaScript.
- Quality assurance, browser compatibility tests and functional testing.

MAS Property Services

Website: www.maspropertieservices.co.uk

June 2006 - date

Tate and Associates Ltd

Website: www.tateandassociates.co.uk

January 2006 - date

Other work experience

Covent Garden Pizza and Pasta Restaurant, Assistant Manager

June 1991 - 1999

- Run the day-to-day operations of the restaurant, including stock control and restaurant standards.
- Advertising and promoting the restaurant.

Personal Interests

Family, design, music, gadgets, football, clothes and cooking.

References

Jonathan Thompson - Programme Manager (AstraZeneca)

[Click here to view the reference](#) - July 2011

Recommendations

[Click here to view LinkedIn recommendations](#)