

# Rob Armes

## User Experience and Circular Economy

### Profile

Consultant with several years' experience that can:

- Handle complex problems while managing executive and senior level stakeholders
- Bring a holistic approach to spot innovation where digital is an enabler
- Guide a growth mentality to create high performing teams

### Employment

#### Service Designer – NHS BSA [via Hippo Digital] (Aug 2023 – Present) [contract]

- Design lead on key programme of work delivering design early for major product release
- Improved ways of working, increased design output, managed offshore project design team

#### Principal User Experience Consultant – The FA (Oct 2022 – Jul 2023) [contract]

- Design lead on key programme of work delivering design early for major product release
- Improved ways of working, increased design output, managed offshore project design team

#### User Experience Strategist Consultant – Aviva [via Jellyfish] (Jul 2022 – Aug 2022) [contract]

- Lead on scoping programme of work for the next major public site and key products release
- Wrote SOWs, facilitated prioritisation sessions and workshops for client

#### Founder and Director – Circular UX (Jul 2022 – present)

- Performing UX audits with own methodology and providing freelance consulting services
- Clients: Aviva, Aviva Investors, Portevo, The FA, Quickbooks, Transport for Wales

#### Senior User Experience Consultant – Red Badger (May 2019 – Jun 2022)

- Led shaping and running of the red badger design school for both badgers and clients
- Running workshops, coaching design thinking, steering product and UX strategy while managing senior stakeholders during discovery and delivery build phases for clients
- Writing [thought leadership blogs](#) in areas of expertise
- Helping grow other UX designers through coaching and line management
- Clients: Security Bank, Transport for Wales, Oodle Car Finance, Bone Marrow Donors Worldwide, MAK-SYSTEM International Group, London Metal Exchange, Fortnum & Mason

#### User Experience Consultant – PA Consulting (Mar 2016 – Apr 2019)

- Followed GDS principles, created prototypes with GOV toolkit and completed assessments
- Design and user research workstream lead creating research plans, best practice design interactions and delivery of digital services for clients
- Assisting recruitment of designers and researchers helping the team double in size
- Supported winning new business by contributing to bids, tenders and successful pitches
- Clients: Rentokil Initial, HM Courts & Tribunals Service, Care Quality Commission, National Citizen Service, The Scottish Government, Randstad

### Education and Certifications

Nielsen Norman Group: [UX Certified](#) (1030958)  courses completed include;

*The Human Mind, User Interviews, Journey Mapping, UX Strategist, New UX Managers – 2021*

Aspire Leadership: [Line Management Training](#) – 2021

Circular Economy Implementation for Smaller Businesses – [Business School](#) (Exeter University)

Design, Strategy & Leadership MDes – [Masters Degree](#) (Cranfield University)

Industrial Design BA Hons – [Bachelors Degree](#) (Loughborough University)

### Achievements

[Media publication featured in Real Business](#) – How user experience can promote sustainability

[Gamification in UX](#) – Partnered with UX Connect London to host an event for over 100 people

[Childrens Books](#) – Snooze Stories: Created, crowfunded and sold over 500 books



### Skills

- Idea generation
- Coaching
- Concept sketching
- Line management
- User research
- Leading UX teams
- Personas
- Sustainable design
- Journey mapping
- Circular initiatives
- Wireframing
- Workshop sessions
- Usability testing
- Pitches & presenting
- Quantitative & qualitative analysis
- Stakeholder management

### Software

- Figma / Sketch
- Adobe creative suite
- Miro / Mural
- Microsoft / G suite
- Userzoom
- HTML, CSS
- GOV Prototype Kit
- Ability to learn SW

### Charity

- Uganda Volunteer Project – trained and lead a decking team while renovating an orphanage in Uganda (1 year)
- Movember – prostate cancer (1 month)

### Health

- Mental health first aider – [MHFA England](#)

### Interests



Hiking



Science



Football



Ukulele



Tropical Fish



Family

### Contact

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