Leyton Jay

evidence-based, passionate, collaborative, UX designer with 10 years experience

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Summary

After gaining a degree in Computer Science I began my career as a web developer, where I relentlessly advocated for the user, quickly pursuing the role of User Experience Designer. Since then I've prided myself on conducting hands-on research that yields deep insight, validating my hypotheses with iterative usability testing and producing effective and intuitive designs that solve complex problems, reduce friction and improve engagement.
Attention to detail is one of my key skills, but I'm also able to see the 'bigger picture' through system thinking. I've mentored junior colleagues and managed difficult stakeholders; I get huge satisfaction from teamwork and building great working relationships.

[Download my portfolio](#) (32MB, PDF)

My Experience

UX Designer - British Car Auctions (BCA) - Sept 2019 - Mar 2024

After joining the Design & Research Team early on, I refreshed and expanded our industry-leading iPad app used for part-exchange in thousands of car dealerships across the UK. Later, I designed many usable and robust web tools for B2C, B2B and staff. As the team expanded, I moved to other divisions and sister companies to develop the organisation's design maturity, performing research and analysis and guiding UX strategy.

Highlights / Accomplishments

- **UX/UI Design:** I designed a tool enabling vehicle inspectors to remotely grade & cost damage, introducing AI-assistance to reduce the admin burden on our inspectors.
- **Research:** Conducted onsite ethnographic research at We Buy Any Car (WBAC) to understand the duties and needs of staff and assess their tablet-based selling tool.
- **User Journey Mapping:** I delivered detailed reports, user-flow diagrams and user journey maps that inspired WBAC to grow their own UX team and allowed BCA to rapidly build its own driver diary app that enabled a considerable cost saving.
- **Heuristic / Design Analysis & UX Strategy:** I performed detailed analyses of historical transport products, providing recommendations and design direction. This was all within an overall UX strategy I helped devise for the Transport division.

Additional Skills and Disciplines

Proficient in Figma (also XD & Sketch)   Wireframing / Prototyping
Usability Testing (remote & in person)   Content Auditing / Information Architecture
Backlog Grooming & User Story Development   Service Design (Discovery & Blueprint)

Lead UX Designer - Apex 8 - Apr 2024 - Oct 2024

Worked with Data Scientists and CRO Executives to simplify and redesign the primary user journey. I left to support my partner, whose career aspirations required us to relocate.

UX Designer/Researcher - SOARIZON (Thales), Paris & Gatwick - Nov 2018 - Jun 2019

Industrialised the design of a start-up project as it graduated from Thales Digital Incubator in Paris into an aviation business, ready to take on its first B2B and B2C clients in the UK.

Highlights / Accomplishments

- **Risk Assessment Tool:** After observing drone operators and interviewing safety experts, I designed a tool based on the globally recognised 5x5 Methodology. It was approved by industrial safety experts and by major clients (Skanska, Network Rail).
- **Method Statement Wizard:** My research indicated that method statements were a huge source of frustration for operators and clients. I designed a wizard that leveraged data and the results of site assessments to automatically produce a tailored, industry standard method statement. The process and output was validated by our clients and independent safety experts.

UX Designer - Avios, British Airways - Dec 2015 - Jul 2018

Optimised page layouts using iterative user-testing and CRO/MVT, leading to a 30% increase in basket sizes and a 20% increase in conversions and click-through rates.

UX Designer - Specialist Holiday Group, TUI Travel Plc. - Jan 2015 - Nov 2015

Spearheaded the development of an itinerary-builder and led the investigation into how VR might be used when showcasing hotel options.

Web Developer later **UX Designer - Rentokil Initial Plc.** - Dec 2007 - Dec 2014

Consistently advocated for the user and redesigned contact forms, resulting in a 10% increase in leads, including one multi-million pound contract.

My Philosophy

"If you think good design is expensive, you should look at the cost of bad design."

- Ralf Speth, CEO Jaguar Land Rover

*"It doesn't matter how beautiful your theory is, it doesn't matter how smart you are.
If it disagrees with experiment, it's wrong."*

- Richard Feynman, Physicist