Leyton Jay

Curriculum Vitae

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UX Designer - British Car Auctions (BCA) part of Constellation Group
Sept 2019 - Present

As a member of the Design & Research Team, I first specialised in Inspections, Appraisals and Valuations, refreshing and expanding our industry-leading part-exchange tool (iOS).

Highlights/Accomplishments

- Ethnographic Research: These successes led to me conducting onsite ethnographic research at several branches of our sister company We Buy Any Car (WBAC), to understand the working lives and needs of our buyers and assess the suitability of their tablet-based selling tool. At this time they had very limited Design Maturity.

- User Journey Mapping: I delivered detailed User-Flow Diagrams and User Journey Maps that were so well received WBAC employed a Full-Time UX Designer.

- Heuristic Analysis & Future Direction: Since then, I have specialised in researching complex problems and processes around the business. After performing detailed heuristic analysis (or design analysis) I provide stakeholders and Product owners with recommendations and a future direction in which to take the product.

I've designed usable and robust solutions for mobile, tablet & desktop, for B2C, B2B and Constellation Group employees.

After rolling out several self-appraisal services, the business experimented with AI Damage Detection using my inspection tool which enables human inspectors to validate damage detected by AI. It was supplier agnostic and allowed for varying levels of human oversight .

UX Disciplines & Skills

Proficient in Figma (previously XD & Sketch)	Backlog Grooming & User Story Development
Leading online workshops (miro)	User & Client Persona Development
Wireframing / Prototyping	User-Flow Mapping / User Journey Analysis
Usability Testing	Content Auditing / Information Architecture
User Research (remote usability testing, onsite/ethnographic, interviews, etc)	Heuristic Analysis / Process Mapping
	Service Design (Discovery & Blueprint Creation)

UX Designer & Researcher - SOARIZON® by Thales (Paris, Gatwick)
Nov 2018 - June 2019

Highlights/Accomplishments

- [Risk Assessment Tool](): By interviewing drone operators and safety experts I designed a best-in-class tool. Based on the globally recognised 5x5 Methodology, it was well received by industrial safety experts and partners like Skanska and Network Rail.

- [Method Statement Wizard](): Our clients received poorly written Method Statements that still took operators an inordinate amount of time to produce. I designed a wizard that leverages client and geo data along with the results of site assessments to automatically produce a tailored, industry standard Method Statement. The process and output was validated by enterprise partners and independent safety experts.

UX Designer - Avios (British Airways Loyalty)
Dec 2015 - July 2018

Optimised page layouts using iterative user-testing and CRO/MVT; leading to hugely increased click-thru and conversation rates.

UX Designer - Specialist Holiday Group part of TUI Travel plc
Jan 2015 - Nov 2015

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

My Summary

I'm a User Experience Designer and a former Web Developer, with a talent for UX Research and a degree in Computer Science. Teamwork gives me a great sense of satisfaction and maintaining great working relationships with my colleagues is really important to me. Attention to detail is one of my key skills but I'm also able to see the 'bigger picture'.

As a huge fan of live comedy, I attend the Edinburgh Fringe every year, and usually a few other comedy festivals. I'm also a foodie and a beer enthusiast. My partner and I live in Central Brighton, I drink far too much coffee and we eat out far too often.

My Philosophy

"I don't want to believe. I want to know."

- Carl Sagan, Physicist

"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