Grant Maskell

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About me

With 20 years plus in the experience design industry, I bring the best of three worlds: agency, consultancy and client-side. Working at most levels of business has empowered me to be a commercially responsible member of any company designing world class solutions that deliver return on investment to any business. As a teacher, mentor and manager, I bring the ability to create highly efficient design teams that deliver to any business need or challenge.

Accomplishments

- Redesigned the Bank of Melbourne website changing the banking model for websites.
- Head of Experience Design taking Trinity Mirror into the top 3 media networks in the UK.
- Created a start-up mentality in Trinity Mirror developing and releasing rapid products into the market.
- Headed up DraftFCB mobile strategy and delivery, including first mobile web applications.
- Ranked second most efficient Technical Agency in NMA Top 100 as Operations/UX Director at M-Corp.
- Promoted to the board at M-Corp as Operations Director and Head of User Experience.
- Consulted at eBay headquarters advising on the redesign and implementation of their global customer services portal.

Core Skill Sets

Product management, design thinking, staff mentoring, management and team design, budgeting and forecasting, stakeholder management, requirements gathering, translating technical speak and communicating with technical staff, interaction design, user stories, interaction flows, data analysis, competitive analysis and benchmarking, user testing and research, MVT and optimisation, low-fi prototyping, HTML/CSS/jQuery prototyping, testing and test plans, mobile, wearables tablet and desktop user experience, desktop application design, project management.

Key Previous Clients and Companies

Westpac (Top 4 Australian Bank), Daily Mirror and 36 other regional websites, Hyundai Motors UK, Liverpool Victoria, RNLI, Kimberly Clark, eBay, Lloyds Pharmacy, Threadneedle UK, Pizzahut, Wagamama, Roche Pharmaceuticals, Bayer Europe, Queensland Government

Employment History

UX Consultant (Freelance)   October 2016 to current

Helping businesses understand their strategic UX needs, building teams of UX designers to handle the modern world of design.

UX Instructor (General Assembly)   January 2016 to Current

The intensive UX design part-time course at General Assembly is specifically designed to transition adult students working in related disciplines into the craft of user experience. Managing the class and delivering a 10 week programme, I was responsible for localising the course for 30 students. This is a rewarding exercise and was a small part of me giving back to the industry I love the most.

CX Program Lead (Westpac Group)   January 2016 to October 2016

At Westpac I am managing a team of designers responsible for the creation and execution of the strategic road map which spans across the main Westpac website as well as the 3 other brands. Research is the heart our processes and user testing fast-paced, iterative designs is the fundamental I am delivering - moving Westpac forward into the position of a world class digital company. During my time I created a process to deliver a revised, modern Bank of Melbourne website within 9 months and 10% under budget.

Duties

- Team management and team design to support growing digital needs
- Strategic design roadmap and product planning
- Ideation and design thinking to solve complex customer problems across a program of work
- Senior stakeholder management, thought leadership and senior advocacy.
- Experience design deliverables and responsibility for measurement and success
- Lean HCD processes within a cross discipline agile team.

Head of Experience Design (Trinity Mirror PLC)   June 2013 to October 2015

As part of the product management team, my role was to work closely with product heads to build, design and implement a roadmap that saw a traditional news publisher transform into a modern digital media company. Working end to end across the project lifecycle from gathering the requirements, benchmarking against industry standards, managing a team to devise the solution, working closely with developers to achieve time and budget, testing to release, I completed a number of successful projects which helped take Trinity Mirror into the top 3 publishers in the UK. My role spanned all devices, designing systems that work across, mobile, tablet, wearables and desktop devices to meet the KPIs of the business and achieve its aggressive targets in the ever challenging media space.

Duties

- Work within the product team to define the roadmap based on data driven design principles.
- Working with the technology and solutions teams on the scalable design of real time information systems.
- Research and testing strategies to enable quick time to market of activities and optimisation.
- Functional design and specification of major products within the business using key UX deliverables
- Working with and managing a large base of stakeholders
- Mentoring and managing a growing team of multi-skilled, UX designers.
- Define and implement a clear strategy for the business to cover its dedication to cross device implementations and real-time dissemination of its media.

Head of User Experience (DraftFCB)   July 2010 to June 2013

As Head of UX I was responsible for the process, delivery and quality all UX deliverables within Draft FCB. Working closely with clients to define requirements, their expectations and technological needs, I would communicate this back to the business. As an expert, I produced all materials for a project including user testing strategies, client requirement workshops and participatory design workshops, low/hi fidelity wireframes, functional and technical specifications, design rationales and prototypes. I mentored and managed other staff within the company as well as provide thought leadership in areas such as mobile, operational processes and lean and agile principles.

Duties

- Strategy, requirements gathering (workshops), audience analysis, usability, accessibility audits and peer analysis
- Interface design including wireframes, functional specification, tracking strategies, user stories, prototypes (all fidelities) and journeys.
- User testing and research to validate and uncover user needs.
- Team management and operations team member.

Operations/UX Director (M-Corp)   February 2006 to July 2010

As the long standing senior information architect and usability expert at M-Corp I was responsible for processes and procedures for the gathering of requirements, communicating and prototyping system designs, specifications and client satisfaction. I was also the delivery director responsible for ensuring that resources are delivering projects on time, on brand, and to the highest quality. Managing the team of developers and project managers my dual role allowed to take a client from and idea to a fully working system.

Duties

- Product roadmap and technology roadmap of our core product range on which all our services were underpinned.
- Specification of systems for clients working with solutions architects, developers and the client.
- Responsible for project management and project profitability.
- Budgeting, forecasting, sales support, pitching and winning business.

Production Manager / Information architect (icemedia)   1999 – 2005

Duties:

- Production manager with the responsibility for developers, project managers and user experience staff spanning every project at icemedia.
- Information architecture of websites, CD-ROMs and documentation. This included user-centric interactive design including wireframes, focus group and workshops, audience reviews and information reviews.
- Project management of ongoing clients and large scale projects. This also included a large element of client account management and lead discovery and follow up.
- Implementation and roadmap of icemedia's suite of products, iceTrain, iceTrack and its own content management system.

Key Achievements:

- **Queensland Government Gateway:** One of three information architects who designed the award winning Queensland Government Gateway (www.qld.gov.au)
- **George Patterson Partners:** I was sent to Patt's Digital, a division of George Patterson Partners, on assignment for 3 months consulting as production manager looking for business opportunities for icemedia.

Education

Diploma of Editing and Publishing
Diploma of Life Coaching (business)