STEFAN DYKE

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PROFILE

An articulate, delivery focused and successful **DIGITAL CONSULTANT** with a strong set of commercial skills acquired over 15+ years working within the financial services, telecoms and broadcast media sectors. Fully conversant in user centric design and full project lifecycle knowledge having led and managed a number of complex design projects that have delivered measurable results for blue chip clients; able to translate business requirements into useful and engaging customer experiences; comfortable dealing with all levels of project stakeholders; seeking opportunities to work with organisations who aspire to achieve significant customer & business benefits through digital enablement.

EXPERTISE

❖ Self-motivated and ambitious with a strong desire to **deliver exceptional customer experiences**

❖ Experienced in **designing responsive websites and mobile apps** for industry leading financial organisations

❖ Proven track record of **delivering complex solutions** to meet both customer and business requirements

❖ Ability to **translate complex technical requirements** into useful, engaging customer experiences

❖ Accomplished in delivering **multi-channel, global design projects** as part of a large, specialised project team

❖ Experienced with **working across a multi-disciplined team** of professionals; analysts, designers, developers etc

❖ **Effective communication and negotiation skills**, skilled in relationship and stakeholder management

❖ Strong **project planning and implementation skills** – focus on design quality, on time and to budget

ACHIEVEMENTS

❖ Lead User Experience Consultant on the design of a responsive, hybrid mobile & tablet app for a UK building society, resulting in the app receiving a rating of "**best in market for usability**" (& 3rd overall, up from last) against its peers

❖ User Experience Lead on a project that created a new, user centric application form/quote process for a global bank that lead to an est. **£20m increase in annual revenue**.

❖ Lead User Experience Consultant on the **responsive redesign of a public website** for the world's largest building society; from the initial pitch process, through to final project delivery

❖ Lead User Experience Consultant on a global banking transformation project aimed at creating an enhanced **online customer acquisition and self-service proposition** for customers and staff alike

❖ Delivered a suite of interactive tools (from functional specification through to design, build and implementation) and website redesign for ABN AMRO markets, **increasing site visits by 15% year on year**.

❖ Successfully managed the **rollout of a global website redesign to 16 local markets and Vodafone.com** within FY10/11 through the creation and management of a co-ordinated global UX community.

❖ Successfully **managed the UX design activities of a team of 13-15 UX & Visual Designers** in alignment with business stakeholder priorities and a technology release schedule aligned to local market requirements

❖ **Ownership of circa €8.5m of budget**; detailed scoping, planning and reporting of a programme of work to ensure delivery of business priorities within allocated budget, resulted in no overspend for FY11/12

06/2018 – Present **Principal Consultant** **SLHE Consulting, Bay of Plenty, NZ**

Owner/Principal of SLHE Consulting Limited, a digital consultancy set up to work with business owners in the Bay of Plenty and Waikato, helping them to optimise their businesses through the efficient use of digital technologies. The goal of SLHE is to enable business owners to systemise and automate their day to day operations, allowing them to free up their time to concentrate on other opportunities that can have a positive impact on their business (and personal lives).

09/2017 – 05/2018 **Business Director** **Digital Arts Network, Auckland, NZ**

The Business Director develops the overarching digital experience strategy for one or more assigned client accounts. They partner with the Account Project Manager and Strategists to lead the account's business development and grow DAN's engagement with the client. They collaborate with the team to deliver project solutions, while maintaining team alignment to the account and project strategies.

- ❖ Develop and/or review reverse briefs for new projects, ensuring that there are **clearly articulated project goals**, success measures and relationship to overarching client
- ❖ Collaborate to **develop appropriate solution concepts** and recommendations for digital design projects.
- ❖ Research, capture, analysis and **interpretation of project goals and objectives**; includes user, business and technical considerations.
- ❖ Ensure all projects' solutions **address the strategic, business and user goals** identified at their outset.

02/2015 – 06/2017 **User Experience Lead (Contract)** **Nationwide Building Society, UK**

The Next Generation Banking App (NGBA) programme is a multi-year, multi-million-pound effort to completely redevelop Nationwide's digital banking platform and bring a new experience to its customers across mobile and tablet devices. At its core was a customer first philosophy to design and deliver an industry leading digital banking experience that made it easy for customers to manage their banking relationship while on the move.

- ❖ Working as part of a small, dedicated UX/UI team within the NGBA programme focused on representing the needs of the customer and **delivering an optimal customer experience** across multiple OSes & form factors
- ❖ Responsible for **building relationships across a multi-disciplinary team** consisting of senior stakeholders, business analysts, technical architects, onshore & offshore development teams (internal & third party) and SMEs
- ❖ **Working within a hybrid delivery methodology** designed to allow app features to be analysed and then delivered in the most efficient manner based on technical complexity, business priority or regulatory needs
- ❖ Challenged with redesigning existing desktop based Internet Banking experiences and **bringing them to life in a simple and effective way** within a touch based environment, across multiple viewport sizes

04/2014 – 02/2015 **User Experience Lead (Contract)** **British Sky Broadcasting (BSkyB), UK**

The e-Experience team focuses on supporting Sky's current and future customer base by designing, delivering and managing the digital sales, service and help channels, ensuring they are intuitive, efficient and that they're built with customers' needs at heart. So whether a customer wants to buy Sky for the first time, or an existing customer wants to upgrade their package or get some technical help, either via Sky.com or through our interactive services, the e-Experience team is responsible for making that experience world class.

- ❖ **Management of a team of 3-4 UX Designers** (Senior and Mid-Level) responsible for delivering an optimised digital Shop experience to meet the needs of consumers as well as deliver against strategic business goals
- ❖ **Interpret, challenge and refine business requirements**, estimate resource needs/timescales, define project activities and manage delivery of multiple work streams across Sky.com/shop
- ❖ Working within an **Agile delivery environment** across multiple technical teams, responsible for maintaining the integrity of the customer experience through the development process and into customers' hands
- ❖ A member of the **e-Experience UX management team** tasked with ensuring that the objectives of BSkyB are delivered via class leading Online and Interactive customer experiences across Shop, Help and My Sky.

07/2012 – 04/2014   Principal User Experience Consultant (Contract)   HeathWallace Ltd, Berkshire, UK

HeathWallace, a full service digital agency and part of the WPP Group, works with a range of clients from financial services, technology, telecommunications and consumer retail sectors across the globe. They specialise in delivering high quality, user-centred solutions that align with their client's strategic objectives and produce measurable results.

❖ A **senior user experience role**, reporting to the UX and Strategy Director, responsible for securing and subsequent ongoing delivery of a responsive website redesign project for the world's largest building society.
❖ **Management of a team of four** permanent and contract resources tasked with delivering a digital customer experience designed to empower users to purchase the financial services that best meets their needs.
❖ Development of **forward looking user experience concepts** for new business opportunities and creation of bespoke multi-channel business strategies across a range of strategic clients
❖ Working as **part of collaborative project team** that comprised members of User Experience, Visual Design, Development and Project Delivery disciplines across the client, third party agencies and HeathWallace.

04/2010 – 07/2012   Programme Manager (User Experience)   Vodafone Group, London, UK

The Vodafone Group User Experience team was created to deliver UX support across the Business, Consumer, Online and Terminals teams by amalgamating members of the separate UX areas into a single business unit within Vodafone Group Customer Management. The team leveraged economies of scale to drive efficiency, enable consistency and ensure quality across all touch-points helping to achieve the Vodafone Group Commercial goal of unmatched customer experience.

❖ An **expanded programme management** role supporting the central UX team to deliver 80+ workstreams across four business units, with a total budget of circa. €8.5m in FY11/12.
❖ Act as the **single point of contact** for the UX team into Finance and deliver detailed finance reports to support regular budgeting activities (DB, 2+10, 5+7, 9+3, 9+15 etc) across the supported business units.
❖ Responsible for the **definition, development and delivery of consistent project management documentation** across the central UX team (supporting the four business units and the central UX team).
❖ **Line management of two programme managers** supporting the UX business partners, to provide detailed project planning, resource forecasting and delivery of UX workstreams in alignment with agreed methodologies.

UX Design Lead (Online)

❖ This was a **multi-faceted role** that encompassed UX project planning, delivery and reporting, resource planning and recruitment, budget forecasting and tracking, and UX design responsibilities.
❖ Responsible for **co-ordinating UX design activities** across a team of 13-15 contractors in alignment with business stakeholder priorities and a technology release schedule aligned to local market requests.
❖ Took ownership of the **Online budget forecasting, reporting and tracking**, working closely with the Head of Online Programmes to ensure the 5+7, 9+3 and 9+15 activities were aligned to business priorities.

2006 – 2010   Client Services Manager / UX Consultant   HeathWallace Ltd, Berkshire, UK

HeathWallace, a full service digital agency and part of the WPP Group, works with a range of clients from financial services, technology, telecommunications and consumer retail sectors across the globe. They specialise in delivering high quality, user-centred solutions that align with their client's strategic objectives and produce measurable results.

❖ A hybrid **project & relationship management**, consulting, strategy and **User Experience** role across a range of disciplines (inc. Research and IA, conceptual & final design, development, user testing and implementation).
❖ A **senior member** of the Client Services team working with a range of multinational PLCs, including HSBC & RBS, to define and deliver their **online strategies** within both secure and non-secure environments.

2005 – 2005   Project Manager   Business & Decision, Oxfordshire, UK

Business & Decision offers solutions for e-commerce sites, B2B/B2C/B2E deployments, knowledge and document management, and supply chain systems. The company also provides strategy, brand development, design, copywriting, usability, video integration, design site architecture, and flash services.

- ❖ A **project management** role with the responsibility of managing the delivery of varied web projects from initial inception, through design & development and on to final 'live' implementation
- ❖ Management of resource requirements and team members across a **multi-discipline organisation** in order to ensure work was scheduled and delivered to the appropriate timescales

2003 – 2005   **Project Manager / Business Development**   **TRADA Technology Ltd, Bucks, UK**

TRADA Technology has a strong track record of working closely with companies in the timber industry and helping them to achieve their business goals by providing professional consultancy staff who have experience in the timber industry coupled with specific, well developed business skills across a range of disciplines.

- ❖ A **project management & business development** role with the responsibility of developing and delivering a sustainable web services business unit, and delivery of key industry projects in a management or support capacity
- ❖ Hands on **development of website designs and HTML/CSS** as and when required in order to meet the needs of clients within the UK timber industry

2000 – 2003   **Owner / Operator**   **Tecnologica Ltd, NZ**

Tecnologica Ltd provided systems support and web development services to key clients within the Auckland central business district. Besides **overall operational management responsibilities**, projects included straightforward web design and development services through to end-to-end development services through third party relationships e.g. Auckland District Council Personal Watercraft Register (an SQL, XML & HTML development).

EDUCATION & TRAINING

PRINCE2	Foundation and Practitioner Qualified	2011
BSc (Hons)	Open University (Upper Second Class Honours)	2007
Dip. IT	Diploma in Information Technology	2007
MCSE	Mcrosoft Certified Systems Engineer (NT4.0)	2002
BURS	NZ 'A' Bursary in 5 subjects	1993

REFERENCES ARE AVAILABLE UPON REQUEST