

Jonathan Culling

Senior UX Research contractor

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PORTFOLIO

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ABOUT ME

I am a highly skilled hands-on UX researcher with 22 years of experience. A strong team player, my most recent roles have involved bringing insightful and timely voice of customer input to agile product teams. Looking for exciting contract opportunities.

RECENT WORK EXPERIENCE

Vitamin J, London

UX Director

Sep 2019 - present

(Vitamin J was formed for contracting purposes)

- **Sep 2022 – Oct 2023 - DWP** (Department for Work and Pensions): User research for **Support with employee health and disability**, a diagnostic guidance service for employers in small to medium businesses.
- **Apr 2022 – Jun 2022 - Lombard Asset Finance** (part of NatWest Group). Ran a 3-month research engagement with to reshape the customer experience for small to medium businesses.
- **Apr 2020 – Mar 2022- MoJ** (Ministry of Justice): Spent two years defining and shaping **Refer and Monitor an Invention** (a digital service for probation practitioners).
- **Sep 2019 – Mar 2020 – UX247**: Led and conducted generative research projects for UX247's clients **Coutts Bank, eBay, O2 and Kaspersky Lab**.

Endava, London

VP, Consumer Insights (user research)

Jul 2018 - Jul 2019

Head of Creative Services

Aug 2016 - Jun 2018

- Used a variety of offline and online research methodologies for **Macmillan Cancer Support**, including **paper prototype testing, IA validation, online design testing and home visits** to people living with cancer.
- Ran a monthly **user validation research programme** for **Coca-Cola** that evolved its mobile app from a Google Sprint workshop concept to launch in 11 European countries.
- Conducted **in-depth Skype interviews** with golfers and golf administrators to inform the design of R&A's 2019 **Rules of Golf** mobile app and website.
- Founder member of Endava's **Strategy Acceleration** team, heading up the **Consumer Insights** discipline globally.
- Led the creative to win major clients in new sectors, such as **Unilever, EY, Macmillan Cancer Support and Coca-Cola**.

Tesco Online, Welwyn Garden City

Design Researcher (contract)

May 2016 - Jul 2016

- Was entrusted to set up a **fortnightly research surgery** for Tesco's online channels, to bring rapid voice of customer feedback to the design team.
- Coached members of the design team while collaborating on **guerrilla research and hall testing**.

Transport for London, London

UX Specialist (contract)

Mar 2015 - Apr 2016

Interim UX Manager (contract)

Sep 2014 - Feb 2015

- **Guerrilla research** on buses, outside hospitals, in cafés and at major tourist destinations to inform the design of **Night Tube, Visiting London** and other key projects.
- Established and ran a formal **UX research capability** for the TfL Online team, with validation research for new **apps** and the **public site**.
- Left behind a **comprehensive guide** to UX research for TfL Online staff.
- Research, design and prototyping for **One Intranet** and **Station Real Time Information** projects.
- In my interim role, managed the **user experience team** at TfL, which included UX and UI designers, content editors and social media specialists.

Foolproof, London

User Experience Director

Nov 2012 - Apr 2014

- Devised and ran co-creation workshops for **Unilever's** Lipton brand.
- Quality assurance and hands-on UX research for clients including **Nationwide Building Society, WGSN, Shell, and Unilever**.
- Designed a new customer experience lab for **Lloyds Banking Group**.
- Spoke at events and internally about **insight-driven design**.
- Hired and led a team of **22 user experience researchers** at Europe's largest experience design agency.

Foviance, London

User Experience Practice Director

Jan 2010 - Jul 2012

- Facilitated **customer journey mapping** workshops for **Sky** and **Brakes Foodservice**.
- Devised and organised UX research programmes for **Disney, BBC, Barclays Bank** and **Camelot** (National Lottery).
- Instrumental in winning and delivering the company's largest user-centred design projects for clients such as **Investec, LV** and **Visit London**.
- Built and co-ran a brilliant team of **20 user experience researchers and designers** at this specialist consultancy (now part of EY Seren).

EDUCATION

University of Westminster

BA (Hons) Graphic Information Design

University of York

BSc (Hons) Chemistry

Birkbeck College

Mini MBA

SKILLS

Qualitative research

- **Formative research** methodologies, such as shadowing, diary studies and in-depth interviews.
- Moderation of **evaluative research**, formal (lab-based), informal (guerrilla) and with Assistive Technology users.
- Broad experience with **RITE** (rapid iterative testing and evaluation) methodology, ideal for **agile development**.
- **Secondary research** of existing audience documentation plus **gap analysis**.
- **Set up** of research studies, including research plans, recruitment briefs and screeners, discussion guides.
- **Analysis** of research data, including experience mapping, content analysis and narrative analysis matrices.

RECENT TRAINING RECEIVED

Designing for Voice

UX Academy Sep-Oct 2019

Service Design

UAL, Central St. Martin's Dec 2018

Leading Design conference

Clearleft Oct 2016

Customer Experience Journey Mapping

Oracle Sep 2016

RECENT TRAINING GIVEN

Vitamin J user research course

Romania and online Mar 2023

How to run a successful workshop

Endava, Romania and USA Nov 2017

Customer Journey Mapping

Mobile UX conference Nov 2016

User Experience (2-day course)

HSBC May 2014

User Experience (7-day course)

Barclays Bank Aug 2011

OTHER PROFESSIONAL INFORMATION

- Member of the **User Experience Professionals Association** (www.uxpa.org); I was a busy mentor in the UK UXPA's mentorship programme.
- I am a **regular speaker** in-house, at conferences and universities on the subjects of design thinking, user experience and careers in digital.
- LinkedIn: www.linkedin.com/in/jonathanculling

Quantitative research

- Sound knowledge of industry-standard **online research tools** for surveys, ethnography, evaluative research, card sorting and UX evaluation.

Capturing insights

- Distilling insights into deliverables to aid user-centred design, such as **personas**, **customer journey maps** and **experience principles**.

Workshop facilitation

- I believe that a well-designed workshop can **drive a project forward** and **improve stakeholder engagement**.
- I have prepared and facilitated workshops of many kinds, including **co-creation**, **ideation**, **customer journey mapping**, **feature mapping** and **Google Sprints**.

Research lab design

- I have designed user experience research labs for **Agency.com**, **Sapient** and **Lloyds Banking Group**.
- I have also specified mobile research labs for **Transport for London** and **Endava**.

SOFTWARE KNOWLEDGE

Zoom Survey Monkey Optimal Sort Treejack EthOS
UserZoom Sketch Invision Adobe Photoshop Illustrator
InDesign Acrobat Microsoft Excel Word Teams
PowerPoint Visio Apple Keynote Google Analytics Docs
Techsmith Morae

SOFT SKILLS

Persuasive presentations Public speaking Client-facing skills
Stakeholder management Managing creative and research
teams Performance appraisals Mentoring EQ Time
management Listening

DOMAIN EXPERTISE

Not-for-profit Government Financial Services FMCG
Mobile Telecoms Retail Travel Gaming Entertainment
Sport and Leisure