

Paul Hill

Experience Design & Research

B.A. (Hons) Interactive Multimedia 2:1
Staffordshire University. 1997 - 2001

m. +447779031906
e. hi@peejhill.com
w. www.peejhill.com
in. www.linkedin.com/in/paul-hill

My aim in life is to solve problems and design empathetic experiences for people. I love analysing the world around us and how people behave. I use research to inform strategy and guide the design of digital products and services.

I have been a multidisciplinary designer & researcher for over 20 years. I have led teams to act as human-centred design evangelists. I focus on collecting insight around user needs to filter to all areas of a business. By balancing business objectives and with the needs of the customer, I help design better outcomes.

Skills

- Human-centered design.
- User research - qual and quant.
- Design Thinking.
- Interaction design.
- Service design.
- Usability testing and iterative user feedback (is the design right?).
- Workshop / Design Sprint facilitation.
- Jobs To Be Done.
- Lean UX methodologies.
- Prototyping and concept testing (is the idea right?).

Qualities

- Committed to delivering experiences that achieve the desired user and business outcomes.
- Work cohesively in a multidisciplinary team and autonomously when required.
- Holistic approach to projects.
- A desire to understand if the problem is the right one to solve.
- Project and team leadership.
- Developing and implementing process.
- Excellent written, communication and presentation skills.

Current

Marker & Box

2019 - Present
UK & WORLDWIDE.

Experience Design & Research Director

- Partnered with a colleague to help build an experience design company.
- Clients include Twitter, Babylon Health, Forward Partners VC and Virti.
- We partner with and also contract out resources to help companies build and extend their design and research capabilities.

Past

NHS Digital

2017 - 2019
Leeds, UK.

Senior Interaction Designer

- Design / Research lead for the discovery of a digital prescription concept that was used within the NHS App and in third party apps. Presented this at the Pharmacy Show 2017.
- Design lead for clinical and data products working in multidisciplinary teams.
- Facilitated numerous co-creation and design thinking workshops, design sprints and profession away days.
- Hosted the 'Design for Voice' workshop as part of Leeds Digital Festival 2019.

Sky Bet

2016 - 2017
Leeds, UK.

Lead Experience Architect

- Educated the business on and implemented Lean UX methodologies as part of the discovery and design process.
- Established fortnightly user research as standard.
- Persuaded the business to install a £30,000 user research lab.
- Led a team of Experience Architects.
- Facilitated regular design thinking workshops.

Perform Group

2013 - 2016
Leeds, UK.

User Experience Manager

- Responsible for creating the design and research strategy within the consumer facing business.
- Built a UX team from the ground up.
- Led the team that worked on the responsive redesign of goal.com. Increased key metrics for the live match experience on Goal.com by 48%, whilst notably improving the user experience across devices.

Various Digital

Design / UX roles

1999 - 2013
Leeds, UK.
Sydney, Australia.

EE | Orange | ABC | Brand New Media

- Lead UX on an automated home R&D project. Ethnographic research using customers interested in home automation.
- Lead researcher for Orange Home Broadband end-to-end setup experience.
- Lead UX researcher of the initial batch of Orange apps for release one of the iPhone.
- Visual and interaction designer for Orange Music Player (Symbian App and Web UI).
- Web design for ABC kids content such as Flash games at the Australian Broadcasting Corporation.
- An interactive designer across a range of media, from CD-ROM, to Web 1.0 sites for companies such as Proctor & Gamble, Heinz and KP.