

# Ian Fenn

Certified Usability Analyst / Information Architect

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**A former journalist, now one of few UK-based usability analysts certified by Human Factors International. Extensive interaction design, information architecture and usability experience at blue chip companies and media owners since 1996.**

## AREAS OF EXPERTISE

- Recognising patterns and connections to create organised, straightforward systems.
- Analytical problem solving supported by professional experience, available research, usability guidelines, and recognised best practice.
- Delivering wireframes, UI specs, site maps, personas, prototypes, user flows and other necessary documentation.
- Executing expert reviews, web accessibility audits, user research, usability testing, and card sorts.
- Evangelising and presenting the benefits of a user-centric approach to design.
- Online strategy and management of the full product life cycle.
- Development of search engine-optimised, accessible user interfaces using standards-based XHTML and CSS.

## ACHIEVEMENTS

- Three internal 'Recognition' awards from BT (July 2004 – August 2007).
- Ghostwatch Live: short-listed for the 2001 'e-rose' at the Rose D'Or TV festival.
- Chopstix: highly commended in the 1999 Yell UK Web Awards.

## PROFESSIONAL EXPERIENCE

### **Freelance Experience Consultant, Chopstix Media Ltd** (August 1997 – current)

Primarily responsible for crafting the user experience of client websites and applications, both working independently or through overseeing others as required.

**Clients:** BT plc, LexisNexis, Incisive Media plc, Sthree plc, Scientific American, Enable Interactive, Fortune Cookie (UK) Ltd, twentysix London, Seatwave Ltd, The Chancery Partnership, Lighthouse Bakery, LVC Ltd, Chinese Experience, Hunan, Hunan, Jeni Barnett, Ann Maurice, and Real Life News.

### **Key assignments:**

#### **Senior Information Architect, Enable Interactive** (May – current)

Client-facing role advising on content strategy, information architecture and interaction design. Key project: The redevelopment of a leading charity website composed of almost 2,000 content items.

#### **Human Factors Engineer/Senior Information Architect, LexisNexis Group** (January – April 2008)

Lead user advocate responsible for interaction design, page-level content organisation, navigation, and prototypes of all LexisNexis legal web apps including Butterworths.

#### **Experience Architect and Producer, BT plc** (July 2004 – August 2007)

Responsible for requirements gathering, user experience/product strategy, functional specifications, content requirements, interaction design, information architecture, interface design, navigation design, information design, standards-based markup, and accessibility audits for BT Broadband Office, one of the UK's largest SME websites. Ensured all activity was on-brand.

- In partnership with **Microsoft**, specified and introduced a much-simplified user interface for BT's complex self-care area: essentially a collection of complex web-based applications.
- Launched BT's first customer-facing blog and advised on the content of BT's company-wide blogger charter.
- Devised and prototyped a social networking service for SME business owners.

- **Reduced operating costs, doubled customer usage, quadrupled sales revenue.**
- Led BT Business's adoption of web standards and accessible user interfaces.
- Provided expert advice to members of the BT Business site team regarding the usability and accessibility of ecommerce user journeys.
- Supervised and provided analysis of focus groups and usability testing.
- Completed expert reviews and accessibility audits on a number of BT websites and applications.
- **Work and achievements recognised internally with formal awards three times.**
- **Employment contract renewed ten times.**

#### **Experience Architect and Producer, UKTV Food (January 2002 - July 2004)**

Transformed a niche television channel into a truly interactive proposition.

- Responsible for requirements gathering, user experience/content strategy, functional specifications, content requirements, interaction design, information architecture, interface design, navigation design, information design, project and team management. Carried out usability testing.
- Nielsen//NetRatings revealed UKTV Food was the most popular food website in terms of visits and minutes of use per person (2003 Q1).
- Hitwise placed UKTV Food among the top ten Food and Drink websites, naming it the UK's most popular commercial cookery website by visits (May 2004).
- Website named 'Best Online Community Site' in the Broadcast Digital Channel Awards.
- Defined editorial requirements and recruited freelance editorial staff.
- Built an efficient editorial process that, coupled with a metadata-rich information architecture, permitted the editing and publishing of 300 recipes every month.

#### **Experience Architect/Producer, BBC Worldwide (August – December 2001)**

**Freelance New Media Consultant (April 2000 – August 2001)**

**Producer, handbag.com (September 1999 – April 2000)**

**Producer (including Experience Design), beeb.com (July 1997 – November 1999)**

**Freelance Web Producer (August 1996 – June 1997)**

**Freelance Radio Editor/Producer/Reporter (October 1991 – August 1996)**

**Computer Operator, University of Surrey (May 1988 – September 1991)**

### **EDUCATION AND TRAINING**

Degree: MA in Radio (Broadcasting), Goldsmiths College (University of London)

Certified Usability Analyst (Human Factors International)

1 "A" Level, 3 "O" Levels, 1 GCSE, 1 CSE

NVQ Professional Chinese Cookery, Westminster Kingsway College

Short courses and workshops with Indi Young, Donna Maurer, Jared Spool, Steve Krug, Jakob Nielsen, Donald Norman, Ben Shneiderman, David Travis, Janice (Ginny) Redish, System Concepts, Peter Merholz, William Hudson, City University, Abilitynet, Derek Featherstone, Joe Clark, Khoi Vinh, Dave Shea, Cameron Moll, Molly E. Holzschlag and Andy Clarke.

### **PROFESSIONAL MEMBERSHIPS**

- Usability Professionals' Association (UPA)
- Information Architecture Institute
- ACM's Special Interest Group on Computer-Human Interaction (SIGCHI).
- Interaction (The British HCI Group)
- ASIS Special Interest Group on Information Architecture (SIGIA)
- Radio Academy

### **INTERESTS**

Introducing people to authentic Chinese and Malaysian food, cooking in a professional Chinese kitchen, enjoying the staff meal, food writing (for Time Out London and Square Meal), food photography, travelling, computer-assisted conjuring, and 'La Maison Du Chocolat'.