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Hello. I'm a Senior Experience Designer, currently overseeing Nationwide's Banking app and Internet Bank. With more than 12 years in the UX industry, I have extensive experience in designing and building digital solutions for people by using design thinking and insight methodologies.

In my current role

I've spent the last 5 years maturing and integrating User Experience Design across teams in a large financial organisation. As a passionate problem solver, I've worked across Nationwide's Mortgages, Investments, Current accounts, Banking apps and Internet bank. I guide our Product Owners and delivery teams with research, data and insight to inform content, design and technical solutions.

In my previous roles

I have worked with a variety of clients such as BSKyB, Fullers Brewery, Aspen Insurance, Aegon, Npower, and Furniture Village. I embrace collaborative ways of working and share my passion in making a difference to people's lives by telling stories and bringing the end-user into the room.

Experience

Nationwide

Apr 2016 - present

Senior Experience Designer

At Nationwide I have learnt to create close relationships with stakeholders and team members. I've been able to have an influence at Nationwide by placing an emphasis on people - not just the people I design for, but the people I work with.

Some of my successes at Nationwide include:

- Delivering VISA snowdrop technologies in 6 months, reducing calls regarding unknown transactions - after 2 years of previously failed attempts.
- Designing Nationwide's first omni-channel solution - allowing customers to increase their Credit and Debit card limit in real-time.
- Increasing lost, stolen, and freeze card engagement on the Banking app, saving the business 80k in calls per month.
- Shaping the future of Nationwide's website purpose and developing a JTBD design framework and design guide.

True Digital

2012 - 2016

User Experience Designer

As one of two Experience designers, I worked in a fast-paced environment, created pitches, and developed client relationships. Additional to project work I proactively supported the agency in growing their UX offering resulting in further business with npower, Fuller's Brewrey and Wealthify.

Some of my successes at True Digital include:

- Increasing the conversion rates of Furniture Village's checkout journey.
- Running Treejack surveys to remap Furniture Village's IA, improving navigation.
- Conducting and reporting on 3 days extensive user research resulting in wholesale changes for Fuller's Brewery.
- Redesigning Manchester Arndale's touchscreen wayfinder, increasing customer satisfaction.
- Redesigning Pepsico's irrigation app with the use of hi-fi prototypes, task models and sitemaps.

Nomensa

2011 - 2012

User Experience Visual Designer

At Nomensa I studied WCAG's accessibility guidelines, UX principles and brand guidelines. I had a wide remit completing full website redesigns, working alongside researchers, content designers and user experience designers.

Contract Web Designer/Developer

2007 - 2015

User Experience, Visual Design and Code

In practising my trade I learnt about the power of Lean Startup, using Guerilla testing to get quick feedback on small website projects, iterating and testing my ideas using Wordpress, PHP and HTML 5.

Education

BSc(Hons) Web Development | 2011
University of the West of England

A levels:

Design Technology, 3D Product Design
Sports Science

Skills

Software skills

- ✓ Miro
- ✓ Axure 10
- ✓ Lookback
- ✓ Treejack
- ✓ Adobe Creative Suite
- ✓ Keynote
- ✓ Omnigraffle

UX techniques

- ✓ Gathering business and user requirements
- ✓ Defining personas
- ✓ User Journeys
- ✓ Experience mapping
- ✓ Information Architecture
- ✓ Expert reviews
- ✓ User Testing
- ✓ WCAG accessibility
- ✓ Usability testing
- ✓ Wireframing/ Prototyping
- ✓ Gamification
- ✓ Responsive Design
- ✓ Native app development
- ✓ Service design

Delivery methodologies

- ✓ Waterfall
- ✓ Agile
- ✓ Lean
- ✓ Jobs to Be Done
- ✓ Service design