

# Clive G Hughes

Outcome driven, Agile/Lean UX designer & researcher.

## Expertise

I'm a London based UX leader, with over ten years of practice in UX design and research. I'm able to facilitate outcome driven experience design to bring about measurable positive change in peoples lives. Identifying business opportunities, investigating motivations and exploring context is an ongoing passion.

'Continuous Collaborative Product Evolution' is at the heart of my practice, evolving successful user experiences together through continuous research to discover value, build confidence and reduce risk. I enjoy working cross functionally, facilitating group workshops when necessary, and pairing often, to gain multiple perspectives. I am autonomous and I'm able to work alone too, allowing myself time to analyse problems thoroughly and plan effectively.

I am mindful of all people and their wellbeing - users of our products, research participants, team members, etc. Considering if their needs are being met, and helping to create a safe space to solve problems.

## Work experience

April 2022 – Present

### UX Lead - Springer Nature

I am currently leading UX within 'Data & Analytics Solutions' (DAS) across three product portfolios. I am considered a strategic partner by the business, evolving emerging value propositions and optimising established products.

Since being appointed as DAS UX Lead I have evolved the UX team structure, growing a continuous research capability and establishing Lean/Agile UX methodologies supporting the cross-functional product teams. I regularly collaborate with key stakeholders, customers and users worldwide to understand and empathise with their needs. Planning research studies, defining outcomes, measuring success, prioritising effectively and facilitating ideation to deliver maximum value to users and the business.

April 2018 – March 2022

### Senior UX designer - Springer Nature

As lead UX for SpringerMaterials - a curated materials and properties database - I was instrumental in the creation of its 5 year vision. Coaching stakeholders in UX and business strategy; defining and tracking success; identifying, defining and prioritising problems; collaboratively designing experiments to maximise learning so that a 'best in class' experience that researchers trust is evolved.

May 2017 – May 2018

### Senior UX designer - Ampliance

Ampliance is a 'content-as-a-service' (retail engagement) platform. It integrates seamlessly with transactional ecommerce platforms to provide dynamic content. I was responsible for research activities, running workshops and providing 'just-in-time' design thinking. This included information architecture (IA), task analysis, user journeys and interaction design.

March 2016 – May 2017

### Lead UX designer - LloydsPharmacy Online Doctor

As Lead UX for the leading online doctor service in the UK and Ireland, my focus was to replace the legacy consultation service, improving doctor and patient interaction while allowing doctors to prescribe more safely and efficiently.



## Contact details

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## Top skills

- Agile / Lean UX methodologies
- Calm & friendly communicator
- Continuous research
- Ideation facilitation
- Hypothesis & experiment design
- Outcome & problem definition
- Prioritisation techniques
- Product vision & strategy
- Success & progress metrics

## Research methods

- Card sorting
- Click testing
- Competitor analysis
- Contextual inquiries
- Survey design
- Task analysis
- Tree testing
- Usability testing
- User interviews
- Web analytics

## Design skills

- Customer & persona discovery
- Experience & journey mapping
- Sketching & prototyping
- Information architecture (IA)
- Interaction design (IXD)

August 2015 – February 2016

### Senior UX designer - IG

IG is a global leader in online trading. Their new platform was successfully launched in January 2016. I lead design & research for the alerting system – a core part of a client's trading strategy.

May 2014 – August 2015

### Senior UX designer - Springer Nature

I was lead UX for the inception of SpringerMaterials, a new material science database, which was successfully launched during April 2015 and has grown to be an established and trusted product for material scientists & engineers around the world.

July 2011 – May 2014

### UX designer - SThree PLC.

As UX designer for "Apollo" - an award winning task-based CRM product developed internally and used by ~3000 recruitment consultants worldwide - I ran contextual enquiries to empathise; facilitated design ideation sessions; tested clickable prototypes to make measurable impact on the consultants' and candidates' experience.

May 2002 – July 2011

### Web producer, UI developer – Freelance (Pinkhelix Ltd.)

## Education

2011 – 2013

Middlesex University, UK.

MA Professional Practice (User Experience Design)

Paper: Agile UX Design (Continuous Collaborative Product Evolution)

Awarded: Distinction

## Workshops & training

March 29th - April 2nd

Persuasive UX Metrics - intensive, with Jared Spool.

December 2016

Product leadership skills: A one-day workshop with Roman Pichler.

November 2015

The art of communication: A three-day workshop.

June 2014

Group facilitation methods - Institute of Leadership & Management.

April 2014

Data visualisation: A one-day workshop, The Guardian, UK.

April 2013

Lean Day London, intensive workshop with Jeff Gothelf and David Bland. Lean personas, empathy maps, story maps & experiment design.

September 2013

Lean UX workshop, Lean Agile Scotland. Customer discovery, problem framing, abductive ideation using Design Studio.

May 2013

Usability Week (5 day), Nielson Norman Group, London. Usability in practice. Agile and UX. Mobile devices.

October 2012

Usability Week (1 day), User testing workshop. Nielson Norman Group.

## References

*"A highly talented UXD specialist with a breadth of knowledge and experience .... Clive's input has been routinely sought and extremely valued by all ... His working style is calm, reasoned, and a pleasure to work with. Clive has demonstrated integrity, selflessness, and a dedication to the team's success that is an example to follow."*

Thomas Mager, Executive stakeholder at Springer Nature

*"He understands the practicalities around UX design in Agile projects and strikes the right balance between quality and delivery ... His professional and thorough attitude to his work and gently persuasive interpersonal skills ensure Clive brings out the best in people around him, both from other disciplines and his UX peers. He successfully delivered the user experience on challenging projects and influenced decisions around prioritisation..."*

Paulo Cunha, Head of content strategy (previously head of UX) at Springer Nature

*"Clive likes to get under the skin of both the business problem and the user needs that he is designing for."*

Karl Sabino, Head of UX at IG

*"Like all good UXers he knows when to listen and when to make decisions. A great communicator and team player."*

Michael Campbell, Lead digital product designer at IG

*"Clive's calm and friendly demeanour mean he is well regarded and seen as especially approachable by stakeholders outside the UX team"*

Pete Willims, Senior UX designer at IG

## Hobbies & Sports

- Brazilian Jui-jitsu (brown belt)
- Karate (2nd degree black belt)
- Snowboarding & ski touring
- Illustration & cartooning