

Interviewer information pack

User Experience and Interaction Designer

Ref: 984-NAT-NAT-1-3187 Trac ID: 1167447 ESR ID: 44597509 Grade: NHS TCS 2018: Band 8a

Vacancy details

Employer / department	Health Education England / 1. HEE - External Recruitment
Cost code	ASA552 Nat - TIS Programme
Organisational Unit 1	National
Organisational Unit 2	National Team
Organisational Unit 3	Nat - TIS Programme 984ASA552
Trac ID	1167447
ESR ID	44597509
ESR Job ref	984-NAT-NAT-1-3187
Full-time equivalents	1.00
Reason for vacancy request	Newly created post
Where is the funding for this post being generated?	Funding is being generated from the TIS Programme ASA552.
Has this role been through the job evaluation process? Y/N	Y
Have you attached your business case? Y/N (Note: This will be essential for your vacancy to go through approval process)	Y
If non-recruitment please explain the request in full. If not applicable, please enter N/A	N/A
If non-recruitment what is the start and end date of the request? If not applicable, please enter N/A	N/A
If non-recruitment and affects an individual please provide their name and employee number. If not applicable, please enter N/A	N/A
Advertising scope	Public
At-risk applicants	Anyone can apply
Immigration group	Available to all
DBS check required	No DBS Check
UK Professional Registration required	No
Grade (display)	NHS TCS 2018: Band 8a
Primary speciality (display)	User Experience Designer
Salary	£49,242 - £59,964
Hours	37.5
Contract description (eg Permanent)	Permanent
Vacancy Town	Manchester
Vacancy postcode	M1 3BN

Advert

The User Experience/Interaction Designer will be embedded within the development teams, supporting the creation and continuous improvement of Health Education England (HEE) suite of new learner information systems which include a mobile first UI for NHS junior doctors. The User Experience/Interaction Designer (UI/UX) will work to fully understand user needs and to ensure the services being developed are optimised for their use.

This requires a close and empathetic relationship with users in order to capture their opinions and ideas, in a way that can be distilled and translated into prototypes and final iterations. Apart from the users, UI/UX will form close partnerships with the service manager and colleagues in the Development Teams, particularly the user researcher, business analyst and the front end developer.




You will be an excellent communicator and an experienced digital designer who has who has worked in an agile environment focused on delivery. You will be confident in working with users and using a variety of tools and techniques to reach consensus on designs.

For further details / informal visits contact:



Ray Hill (TIS Enterprise Architect) via email on Ray.hill@hee.nhs.uk

Documents

Documents for this Vacancy

-  [TIS User Experience and Interaction Designer JD](#) (Job description)
-  [TIS Development Roles Person Specification](#) (Person specification)
-  [HEE Functional Requirements](#) (Functional requirements)

Documents for this Employer

-  [Health Education England Brochure](#)
-  [Benefits of working for HEE](#)

Standard shortlisting criteria

If any applications have different criteria, this will be shown with those applications.

1: Experience (E: 2 / D: 2)

Essential guidance

- 2 yrs experience of User experience requirements gathering or interaction design (2)

Desirable guidance

- Degree-level qualification (preferably postgraduate) in Ergonomics, Human-Computer Interaction, Interaction Design, Visual Design or a related relevant field (2)

2: Experience with platforms (E: 2 / D: 2)

Essential guidance

- Experience of UI/X on a variety of platforms (2)

Desirable guidance

- Experience working across digital channels, including fixed-web, tablet and mobile apps (2)

3: User Requirements Gathering (E: 2 / D: 2)

Essential guidance

- Experience in user requirements gathering (2)

Desirable guidance

- Experience of gathering and/or applying user insights to create high-level information architectures, low-level flows and wireframes, interaction designs, interactive prototypes, etc. (2)

4: Experience with Design tool (E: 2 / D: 2)

Essential guidance

- Experience with visual design and UX Design tools (2)

Desirable guidance

- Experience with UX Design tools (e.g. Visio, interactive prototyping tools (e.g. InVision,) and visual design tools (e.g. Illustrator, Sketch, Photoshop) (2)

5: Communication (E: 2 / D: 2)

Essential guidance

- Strong communication skills (2)

Desirable guidance

- Strong, verbal., and written skills (2)

Interview schedule

4-Oct-2018 12:00 – 17:00: Health Education England, 3 Piccadilly Place, Manchester M1 3BN

- 12:00: Paul Christopher Hilton
- 14:00: Paul Michael Smith
- 15:00: Kyriakos Andreadis
- 16:00: Laura Jane Neil

Mr Paul Christopher Hilton

The following are the user details currently stored in the system. Please confirm with the applicant that they are correct.

Address 17 Stonechat Close
Worsley
Manchester
M28 7XQ
United Kingdom

Email address admin@paul-hilton.co.uk

Home telephone 0161 7903769

Mobile telephone 07940115212

Work telephone

Applicant's preferred language

Convictions: The applicant has not declared any convictions.

Notes:

[20-Sep-2018 12:02 ray.hill@hee.nhs.uk] For interview

[18-Sep-2018 11:08 lili-anne.matthews@hee.nhs.uk] Email sent about app being in trac and moved to shortlisting

Shortlisting

Shortlister	1		2		3		4		5		Total	
	E	D	E	D	E	D	E	D	E	D	E	D
Ray Hill (Lead)	2	2	2	2	2	1	2	2	2	2	10	9
Simon Meredith	2	1	2	1	2	2	2	1	2	2	10	7

Shortlister notes

Ray Hill (E: 10 / D: 9)

Strong - UX and some UI experience - for interview

Answers given in this part of the form are to help the Recruitment Centre to manage your application.
If you have any difficulty completing this form please ask someone to help you.
We would like to take this opportunity to thank you for applying.

Personal details

Title Mr
Forename Paul
Middle name(s) Christopher
Surname Hilton
Address 17 Stonechat Close
Worsley
City / town Manchester
County
Country United Kingdom
Postcode M28 7XQ
Email admin@paul-hilton.co.uk
Work telephone
May we contact you at work? Yes
Mobile telephone 07940115212
Home telephone 0161 7903769
UK National Insurance number JP836335D
First available date for employment Immediately

Disclosure of information

a) Are you related to a member or employee of Health Education England? No

Relations name

Relations post

Relationship

b) Have you ever been dismissed from previous employment? No

Post dismissed from

Date dismissed

Reason for dismissal

Rehabilitation of Offenders Act 1974

The Rehabilitation of Offenders Act helps rehabilitated ex-offenders back into work by allowing them not to declare criminal convictions after the rehabilitation period set by the Court has elapsed and the convictions become "spent". During the rehabilitation period, convictions are referred to as "unspent" convictions and must be declared to employers.

Before you can be considered for appointment we need to be satisfied about your character and suitability

Health Education England aims to promote equality of opportunity and is committed to treating all applicants for positions fairly and on merit regardless of race, gender, marital status, religion, disability, sexual orientation and age. We undertake not to discriminate unfairly against applicants on the basis of a criminal conviction or other information declared.

If you are applying for a post involving access to persons in receipt of health services, your offer of employment may be subject to a satisfactory disclosure from the Disclosure and Barring Service. Failure to reveal information relating to any convictions could lead to withdrawal of an offer of employment.

Have you any unspent criminal convictions or bindovers, or any cautions, warnings or reprimands?

No

If yes, please give details

Internal/external and immigration

Before being given access to the online application form, the applicant was asked the following.

Are you currently an employee of Health Education England ?

No

Choose your immigration status

UK/EC/EEA Citizen with Right to work in the UK

Please supply details of any permit currently held including number, validity and expiry date

Declaration

I confirm that the information that I have provided in this application and in any accompanying documents is to the best of my knowledge correct and complete. I understand and accept that if I withhold information or provide false or misleading information this may result in my application being rejected, or if I am appointed, to disciplinary action and /or dismissal.

In addition I acknowledge that the canvassing of a member or senior officer of Health Education England, failure to disclose a relationship with a member or employee of Health Education England and/or the provision of false information either expressly or implicitly will also result in disqualification or dismissal.

Security and Probity checks:

All new staff may be required to provide proof of any of the matters set out in their application form and Health Education England reserves its right to make appropriate additional checks in respect of the information provided by you.

In addition if you are successful you may be required to complete a declaration of interests form and provide proof of identity and nationality before your first day of employment. If acceptable evidence is not provided or if the declaration of interest form indicates there is a potential for an unacceptable conflict of interest, which cannot be resolved, then any appointment cannot commence.

Please note: Your documentation i.e. Passport, Visa, (photographic) Driving Licence will be checked by a 'Document Authenticator' to confirm their validity should you be shortlisted and invited for assessment and/or interview.

(For signing at interview) Signed:_____ Date:_____

Please note: if you wish to withdraw your consent at any time after completing this Declaration Form, please contact the Recruitment Centre.

Details entered in this part of the form will be made available to the shortlisting panel. Please make sure that you have read the job description and person specification before completing the application form, and ensure that your answers clearly and honestly demonstrate how your skills and experience are relevant to the post for which you are applying.

Education and Training - Schools / Colleges / Universities

Place of study University of Central Lancashire

Subject / qualification **Grade / result** **Date obtained**

BSc (Hons) Web & Multimedia 2:1 Sep-06

Place of study Westhoughton High School 6th Form

Subject / qualification **Grade / result** **Date obtained**

ICT C Sep-03

Geology C Sep-03

Geography D Sep-03

Training Courses Attended

Please give details of other formal training courses attended and dates

Proposed Further Qualifications

Please provide details of any proposed further qualifications

Professional registration

If you are state registered please complete the following section.

Professional body

Registration no

Expiry / renewal date

NMC revalidation date

Any other information relevant to your registration such as sections of register or restrictions on practice.

Current Job, Course or other main activity

What is your current main activity Employed Full or Part Time

Start date 11/10/17

Job title, if applicable Senior UX Designer

Description of your duties & responsibilities and hours (if employed)

Push Doctor is the UK's number 1 online Doctor, providing face-to-face GP appointments, prescriptions and sick notes to thousands of patients. I was recruited to help provide an exceptional user experience across multiple, health related products. My role involves overseeing concept creation, idea generation, sketching, wire-framing, prototyping, A/B testing, designing concepts for multiple devices and platforms, recruitment of users for testing, testing with these users and working closely with the development team and other departments. The role requires excellent communication skills, exceptional design skills and taking ownership of products from conception through to live.

Employer or college name Push Doctor Ltd

Employer or college address 1 Arkwright House

Employer or college address 2 Parsonage Gardens

Employer or college city/town Greater Manchester

Employer or college county/state

Country United Kingdom
Employer or college postcode M3 2LF
Telephone number
Grade
Salary 42,000

Activities prior to above starting with most recent

Please include all periods of employment, unemployment, study, travel etc as necessary to cover a minimum period of the last 3 years. There should be **no gaps** in your activity history for the **last three years**. You may also add as many other periods of employment, unemployment, study, travel etc as you wish which took place prior to the last three years. If you have other current part time jobs please add these first

Type of activity Employed Full or Part Time
Employer/College Name Sofology
Employer/College address 1 Golborne Point
Employer/College address 2 Ashton Road
Employer/College city/town Golborne
Employer/College county/state
Country United Kingdom
Employer/College postcode WA3 3UL
Job title, if applicable UX Manager
Grade
Start date 01/09/15
End date 11/10/17

Description of your duties & responsibilities and hours (if employed)

Sofology is a major sofa retailer with over 33 stores nationwide. I managed another UX designer, to help shape and refine a seamless omni-channel experience for customers using the Sofology website and app. My role included designing, sketching and wire-framing ideas and then building these into interactive prototypes, A/B testing with target consumers as well as explaining and delivering the importance of UX to the wider business and departments within it. This role involved key decision making, instigating projects from customer feedback, managing relationships with third party agencies and taking ownership of products from conception, to live.

Reason for leaving, if applicable

Having felt I'd achieved a great deal of new experience and built on my skills set with the company, I felt the need to challenge myself into pursuing a leading role in a different area.

Type of activity Employed Full or Part Time
Employer/College Name AO.com
Employer/College address 1 5a The Parklands
Employer/College address 2 Lostock
Employer/College city/town Bolton
Employer/College county/state
Country United Kingdom
Employer/College postcode BL6 4SD
Job title, if applicable Senior UX Designer
Grade
Start date 20/06/11
End date 01/09/15

Description of your duties & responsibilities and hours (if employed)

My role was tasked with improving key elements of the customer journey at AO.com on both desktop and mobile platforms. Having a more analytical approach to design I headed up several key projects including checkout re-design, homepage optimisation and site navigation. I'd see these from wireframe concepts through to implementation and further testing.

Reason for leaving, if applicable

Moving into a senior role with more responsibility and managerial opportunities.

Supporting information

Please read the job description and person specification carefully and make full use of this section, to provide further information in support of your application.

Please be sure to include:

- i. The reasons why you are applying for the post.
- ii. Details of any relevant experience gained either in a paid or voluntary capacity.
- iii. Details of any training, education or other interests relevant to the post.
- iv. Details of Personal Attributes you have to support your application.

Supporting information

I wish to submit the following information in support of my application for the post of User Experience and Interaction Designer at NHS HEE, as advertised on the HEE website.

As a senior UX designer for Push Doctor, my focus is on creating well-crafted, omni-channel experiences by designing digital products for patients and doctors using the Push Doctor platform, with the end goal of shaping the future of healthcare. The role has allowed me to directly apply my 12 years of industry knowledge, skills and experience into managing various projects for the company.

During my time at Push Doctor, I've worked on several key, strategic projects for the company which has allowed me to flourish and use my design skillset, as well as expanding on them. I've successfully made the transition from a traditional UX designer into a more agile product focused designer; identifying user problems with tools such as Google Analytics, or from conducting user interviews with real patients; offering the best possible solution to solve the problem before launching to market.

Notable project highlights include adding 'repeat prescription' functionality to the Push Doctor app where, working with the product owner and a third-party agency, I mapped out the customer journey, sketched ideas, created wireframes, tested the initial concept with interactive prototypes and then produced the final designs. Finally, collaborating with the developers to take the product live.

In another similar project which involved partnering with the NHS, to deliver digital services through an app to a number of GP surgeries in Birmingham, I was involved on leading several aspects of the project; predominantly running design meetings and issuing tasks to other team members based on the project timeline. I am fully aware of the necessity of user testing and how important it can be when creating new digital products and improving current ones. I try to champion the use of user testing in all projects and play an active role in the recruitment of users and the creation of the interactive prototypes that will be used and creating the testing spec sheet.

I am confident in my knowledge and use of UX related software packages, such as Axure, Invision, Optimizely, Sketch, Adobe Experience Designer and Google Analytics.

I have strong managerial and interpersonal skills, heavily influenced by my time managing a small team in my role at Sofology and pride myself in the time I take in establishing positive working relationships with my colleagues. I am a sensitive and supportive manager and colleague when communicating to those from different technical backgrounds and while working in a team, I feel listening to and acting on advice is of key importance. I enjoy challenges and remain composed under pressure; able to work with minimal supervision to perform at a high standard and successfully deal with managing a variety of demands at any given time. I operate time-effectively and will continue to work outside working hours to ensure I have given a task my full attention and completed it to the best of my ability. In short, I have a thorough, dedicated and passionate work ethic.

Inter Authority Transfers

If you currently work in the NHS and your application for this post is successful it will speed up the pre-employment checks process and help to ensure that you are paid from the correct grade if you are prepared to give your consent to the Trust obtaining details of your previous NHS continuous service records via Inter Authority Transfer process. **(This will only be done if you are offered a post)**

Do you give consent to the Trust obtaining details of your previous NHS continuous service records via the Internal Authority Transfer Process?

Not applicable - I am not currently employed in the NHS.

Further questions

The questions in this section are customised to the post for which you are applying.

Have you provided referees which cover the last 3 years' of employment? Failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage.

Yes

Have you provided details of employment gaps in the relevant section? Failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage

Yes

References

If you are successful, prior to appointment, **we will take up as many references as needed to cover all activities, including periods of employment and full time education, that you have undertaken over the past three years.** Any offer will be subject to these being satisfactory. Please ensure that you provide full contact details for your Employer/ Line Managers or Course Tutors for each activity. Please include their **work email address** where possible to avoid any unnecessary delays.

If during the last three years you have any periods in which you have not been in either employment or full-time education please provide details of someone who can provide a character reference for you to cover this period. Character references should be provided by a person of standing in the community such as a Teacher, Health Care Professional (i.e. Doctor, Physiotherapist, Registered Nurse), Minister of Religion, Police Officer or Solicitor. **Character references should only be used in EXCEPTIONAL circumstances to cover periods of time when you have not been in either employment or education.**

Please use the "Add another" button below to add as many referees as required to meet the above requirements. Periods that referees cover may overlap but there should not be any gaps over the past three years.

Referee's title Mr
Referee's first name(s) Sabato
Referee's surname Urciuoli
Referee's organisation name Push Doctor Ltd
Job title Design Manager
How do they know you? Employer / Line Manager
Address 1 Arkwright House

Address 2 Parsonage Gardens
Address 3
City / Town Greater Manchester
County / State
Postcode M3 2LF
Country United Kingdom
Telephone no.
Mobile no. 07411591199
Fax no.
Email address sabato.urciuoli@pushdr.com

Can the referee be approached prior to the interview? Yes

Period this reference covers from: October 2017

Period this reference covers to: September 2018

What name will the referee know you by if different from your current name?

Why has your name changed?

Referee's title Mr
Referee's first name(s) Colin
Referee's surname Steele
Referee's organisation name AO.com
Job title Design Manager
How do they know you? Employer / Line Manager
Address 1 5a The Parklands
Address 2 Lostock
Address 3
City / Town Bolton
County / State
Postcode BL6 4SD
Country United Kingdom
Telephone no.
Mobile no. 07525060615
Fax no.
Email address colin.steele@ao.com

Can the referee be approached prior to the interview? Yes

Period this reference covers from: June 2011

Period this reference covers to: September 2015

What name will the referee know you by if different from your current name?

Why has your name changed?

Referee's title Mr
Referee's first name(s) Jon
Referee's surname Cleaver
Referee's organisation name Sofology
Job title Chief Technology Officer
How do they know you? Employer / Line Manager
Address 1 Golborne Point
Address 2 Ashton Road
Address 3
City / Town Golborne
County / State
Postcode WA3 3UL
Country United Kingdom
Telephone no.
Mobile no. 07919368985
Fax no.

Email address

Can the referee be approached prior to the interview? Yes

Period this reference covers from: September 2015

Period this reference covers to: September 2017

**What name will the referee know you by if different from your
current name?**

Why has your name changed?

Declaration

I am making an online application and confirm that the information that I have provided in this application is to the best of my knowledge correct and complete. I understand and accept that if I withhold information or provide false or misleading information this may result in my application being rejected, or if I am appointed, to disciplinary and/or dismissal. By marking this box I indicate that I agree with the above declaration and that I will sign printed copies of this application form upon request. I understand that if I wish to withdraw my consent at any time after completing this declaration I can do so by contacting the Recruitment Centre

Yes

Mr Paul Michael Smith

The following are the user details currently stored in the system. Please confirm with the applicant that they are correct.

Address 11 Lyme Clough Way
Middleton
Manchester
M24 6TN
United Kingdom

Email address mail@paulsmith.site

Home telephone

Mobile telephone 07967409029

Work telephone

Applicant's preferred language

Convictions: The applicant has not declared any convictions.

Notes:

[20-Sep-2018 12:02 ray.hill@hee.nhs.uk] For interview

[18-Sep-2018 11:08 lili-anne.matthews@hee.nhs.uk] Email sent about app being in trac and moved to shortlisting

Shortlisting

Shortlister	1		2		3		4		5		Total	
	E	D	E	D	E	D	E	D	E	D	E	D
Ray Hill (Lead)	2	1	1	2	1	1	1	1	1	1	6	6
Simon Meredith	2	1	1	1	1	0	0	0	2	2	6	4

Shortlister notes

Ray Hill (E: 6 / D: 6)

UCD experience - FE dev experience - GDS experience - for interview

Application for employment



Health Education England

Answers given in this part of the form are to help the Recruitment Centre to manage your application.
If you have any difficulty completing this form please ask someone to help you.
We would like to take this opportunity to thank you for applying.

Personal details

Title Mr
Forename Paul
Middle name(s) Michael
Surname Smith
Address 11 Lyme Clough Way
Middleton
City / town Manchester
County
Country United Kingdom
Postcode M24 6TN
Email mail@paulsmith.site
Work telephone
May we contact you at work? Yes
Mobile telephone 07967409029
Home telephone
UK National Insurance number JM248199D
First available date for employment

Disclosure of information

a) Are you related to a member or employee of Health Education England? No

Relations name

Relations post

Relationship

b) Have you ever been dismissed from previous employment? No

Post dismissed from

Date dismissed

Reason for dismissal

Rehabilitation of Offenders Act 1974

The Rehabilitation of Offenders Act helps rehabilitated ex-offenders back into work by allowing them not to declare criminal convictions after the rehabilitation period set by the Court has elapsed and the convictions become "spent". During the rehabilitation period, convictions are referred to as "unspent" convictions and must be declared to employers.

Before you can be considered for appointment we need to be satisfied about your character and suitability

Health Education England aims to promote equality of opportunity and is committed to treating all applicants for positions fairly and on merit regardless of race, gender, marital status, religion, disability, sexual orientation and age. We undertake not to discriminate unfairly against applicants on the basis of a criminal conviction or other information declared.

If you are applying for a post involving access to persons in receipt of health services, your offer of employment may be subject to a satisfactory disclosure from the Disclosure and Barring Service. Failure to reveal information relating to any convictions could lead to withdrawal of an offer of employment.

Have you any unspent criminal convictions or bindovers, or any cautions, warnings or reprimands?

No

If yes, please give details

Internal/external and immigration

Before being given access to the online application form, the applicant was asked the following.

Are you currently an employee of Health Education England ?

No

Choose your immigration status

UK/EC/EEA Citizen with Right to work in the UK

Please supply details of any permit currently held including number, validity and expiry date

Declaration

I confirm that the information that I have provided in this application and in any accompanying documents is to the best of my knowledge correct and complete. I understand and accept that if I withhold information or provide false or misleading information this may result in my application being rejected, or if I am appointed, to disciplinary action and /or dismissal.

In addition I acknowledge that the canvassing of a member or senior officer of Health Education England, failure to disclose a relationship with a member or employee of Health Education England and/or the provision of false information either expressly or implicitly will also result in disqualification or dismissal.

Security and Probity checks:

All new staff may be required to provide proof of any of the matters set out in their application form and Health Education England reserves its right to make appropriate additional checks in respect of the information provided by you.

In addition if you are successful you may be required to complete a declaration of interests form and provide proof of identity and nationality before your first day of employment. If acceptable evidence is not provided or if the declaration of interest form indicates there is a potential for an unacceptable conflict of interest, which cannot be resolved, then any appointment cannot commence.

Please note: Your documentation i.e. Passport, Visa, (photographic) Driving Licence will be checked by a 'Document Authenticator' to confirm their validity should you be shortlisted and invited for assessment and/or interview.

(For signing at interview) Signed:_____ Date:_____

Please note: if you wish to withdraw your consent at any time after completing this Declaration Form, please contact the Recruitment Centre.

Details entered in this part of the form will be made available to the shortlisting panel. Please make sure that you have read the job description and person specification before completing the application form, and ensure that your answers clearly and honestly demonstrate how your skills and experience are relevant to the post for which you are applying.

Education and Training - Schools / Colleges / Universities

Place of study The University of Huddersfield

Subject / qualification Grade / result Date obtained

BA Interactive Multimedia 2:1

July 2004

Training Courses Attended

Please give details of other formal training courses attended and dates

DWP Digital Academy (Agile delivery) - June 2016

GDS Digital Academy (Service design and User Research) - Jan 2017

Proposed Further Qualifications

Please provide details of any proposed further qualifications

Professional registration

If you are state registered please complete the following section.

Professional body

Registration no

Expiry / renewal date

NMC revalidation date

Any other information relevant to your registration such as sections of register or restrictions on practice.

Current Job, Course or other main activity

What is your current main activity Employed Full or Part Time

Start date 26/08/17

Job title, if applicable User Centred Design lead

Description of your duties & responsibilities and hours (if employed)

I was the first person hired to Well Pharmacy's new in-house digital team. I'm helping to establish user centred design and development practices as part of an ambitious business transformation programme. Our aim is to bring pharmacy into the digital age.

Employer or college name Well Pharmacy

Employer or college address 1 21 Castle Street

Employer or college address 2 Castlefield

Employer or college city/town Manchester

Employer or college county/state Greater Manchester

Country United Kingdom

Employer or college postcode M3 4LZ

Telephone number 0333 010 2222

Grade Role Band 3

Salary 59,000

Activities prior to above starting with most recent

Please include all periods of employment, unemployment, study, travel etc as necessary to cover a minimum period of the last 3 years. There should be **no gaps** in your activity history for the **last three years**. You may also add as many other periods of employment, unemployment, study, travel etc as you wish which took place prior to the last three years. If you have other current part time jobs please add these first

Type of activity Employed Full or Part Time

Employer/College Name Department for Work & Pensions
Employer/College address 1 Caxton House
Employer/College address 2 Tothill Street
Employer/College city/town London
Employer/College county/state London
Country United Kingdom
Employer/College postcode SW1H 9NA
Job title, if applicable Senior Front-end Developer
Grade SEO
Start date 02/01/16
End date 20/08/17

Description of your duties & responsibilities and hours (if employed)

Front-end Development for DWP Digital (formerly Business Transformation Group) within the Department for Work & Pensions.

I worked within a large multidisciplinary design team. We followed "User Centred Design" principles to design end-to-end services that benefit both citizens and the civil service.

I worked closely with the Government Digital Service (GDS) and other lead Front-end developers within the department to champion progressively enhanced, accessible and efficient digital services.

Reason for leaving, if applicable

An excellent personal opportunity to work in Health and help to deliver the NHS intent as part of the pharmacy industry.

Supporting information

Please read the job description and person specification carefully and make full use of this section, to provide further information in support of your application.

Please be sure to include:

- i. The reasons why you are applying for the post.
- ii. Details of any relevant experience gained either in a paid or voluntary capacity.
- iii. Details of any training, education or other interests relevant to the post.
- iv. Details of Personal Attributes you have to support your application.

Supporting information

I am applying for this post because I care deeply about improving public services, especially in areas of Health. I want to use my skills and abilities to help people get the support and services they need.

As part of that I want to help make our institutions stronger by sharing my skills and experience with colleagues and the wider organisation. I care about pragmatic continual improvement and ensuring that public services are sustainable and focussed on achievable outcomes for the benefit of all users and stakeholders.

I am a natively digital designer that can code. I have worked in the public and private sector for lots of a high profile digital agencies and organisation such as The BBC, Manchester United, Oxfam, Vice Magazine and Toyota/Lexus.

In Government I was very active in the government design community, working with the Government Digital Service to develop their prototyping kit and further the accessibility community. I help found a grass roots civil service movement called "One Team Gov" providing design and development support to a cross department event to promote better ways of working in the civil service.

In my current role I have help the company executives and head of digital to establish a digital team to help tackle the issues patients, GPs and internal colleagues have with the current prescriptions service. I have help develop a digital pharmacy app and been the lead designer on a service design team helping to improve how physical stores operate and provide service to patients and customers.

I am on Twitter as: @paulmsmith

You can find me on Github: <https://github.com/paulmsmith>

I'm happy to talk in detail about my current work and previous experience and why I'm this opportunity really appeals to me.

Inter Authority Transfers

If you currently work in the NHS and your application for this post is successful it will speed up the pre-employment checks process and help to ensure that you are paid from the correct grade if you are prepared to give your consent to the Trust obtaining details of your previous NHS continuous service records via Inter Authority Transfer process. **(This will only be done if you are offered a post)**

Do you give consent to the Trust obtaining details of your previous NHS continuous service records via the Internal Authority Transfer Process?

Not applicable - I am not currently employed in the NHS.

Further questions

The questions in this section are customised to the post for which you are applying.

Have you provided referees which cover the last 3 years' of employment? Failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage.

Yes

Have you provided details of employment gaps in the relevant section? Failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage

Yes

References

If you are successful, prior to appointment, we will take up as many references as needed to cover all activities, including periods of employment and full time education, that you have undertaken over the past three years. Any offer will be subject to these being satisfactory. Please ensure that you provide full contact details for your Employer/ Line Managers or Course Tutors for each activity. Please include their **work email address** where possible to avoid any unnecessary delays.

If during the last three years you have any periods in which you have not been in either employment or full-time education please provide details of someone who can provide a character reference for you to cover this period. Character references should be provided by a person of standing in the community such as a Teacher, Health Care Professional (i.e. Doctor, Physiotherapist, Registered Nurse), Minister of Religion, Police Officer or Solicitor. **Character references should only be used in EXCEPTIONAL circumstances to cover periods of time when you have not been in either employment or education.**

Please use the "Add another" button below to add as many referees as required to meet the above requirements. Periods that referees cover may overlap but there should not be any gaps over the past three years.

Referee's title Mr

Referee's first name(s) Ben

Referee's surname Holliday

Referee's organisation name FutureGov

Job title Head of Design

How do they know you? Employer / Line Manager

Address 1 201, The Wenlock

Address 2 50-52 Wharf Road

Address 3

City / Town London

County / State London

Postcode N1 7EU

Country United Kingdom

Telephone no.

Mobile no.

Fax no.

Email address

Can the referee be approached prior to the interview? Yes

Period this reference covers from: January 2016

Period this reference covers to: August 2017

What name will the referee know you by if different from your current name?

Why has your name changed?

Referee's title Mr

Referee's first name(s) Dan

Referee's surname Sheldon

Referee's organisation name Well Pharmacy

Job title Head of Digital

How do they know you? Employer / Line Manager

Address 1 Bestway Panacea Holdings Ltd

Address 2 Merchants Warehouse

Address 3 21 Castle Street

City / Town Manchester

County / State

Postcode M3 4LZ

Country United Kingdom

Telephone no.

Mobile no.

Fax no.

Email address

Can the referee be approached prior to the interview? No

Period this reference covers from: August 2017

Period this reference covers to: September 2018

What name will the referee know you by if different from your current name?

Why has your name changed?

Referee's title Mr

Referee's first name(s) Martin

Referee's surname Paton

Referee's organisation name Amaze

Job title Head of Development

How do they know you? Employer / Line Manager

Address 1 Amaze Group Ltd

Address 2 1 Tony Wilson Place

Address 3

City / Town Manchester

County / State

Postcode M15 4FN

Country United Kingdom

Telephone no.

Mobile no.

Fax no.

Email address

Can the referee be approached prior to the interview? Yes

Period this reference covers from: June 2014

Period this reference covers to: December 2015

What name will the referee know you by if different from your current name?

Why has your name changed?

Declaration

I am making an online application and confirm that the information that I have provided in this application is to the best of my knowledge correct and complete. I understand and accept that if I withhold information or provide false or misleading information this may result in my application being rejected, or if I am appointed, to disciplinary and/or dismissal. By marking this box I indicate that I agree with the above declaration and that I will sign printed copies of this application form upon request. I understand that if I wish to withdraw my consent at any time after completing this declaration I can do so by contacting the Recruitment Centre

Yes

Mr Kyriakos Andreadis

The following are the user details currently stored in the system. Please confirm with the applicant that they are correct.

Address Souliou 125
Athens
13673
Greece

Email address ky.andreadis@gmail.com

Home telephone

Mobile telephone 00306973569961

Work telephone

Applicant's preferred language

Convictions: The applicant has not declared any convictions.

Notes:

[20-Sep-2018 12:02 ray.hill@hee.nhs.uk] For interview

[18-Sep-2018 11:08 lili-anne.matthews@hee.nhs.uk] Email sent about app being in trac and moved to shortlisting

Shortlisting

Shortlister	1		2		3		4		5		Total	
	E	D	E	D	E	D	E	D	E	D	E	D
Ray Hill (Lead)	2	2	2	1	2	1	2	1	2	1	10	6
Simon Meredith	2	1	2	1	2	1	2	1	1	1	9	5

Shortlister notes

Ray Hill (E: 10 / D: 6)

UI/X for 4 + yrs - for interview

Application for employment

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Health Education England

Personal information

Email address ky.andreadis@gmail.com

Title Mr

Surname/Family name Andreadis

First name Kyriakos

Middle name(s)

Name in which you are registered with a professional body (if applicable)

UK National Insurance number

Address line 1 Souliou 125

Address line 2

Address line 3

Town/City Athens

County/State

Country Greece

Postcode/Zip code 13674

Home telephone

Work telephone

Mobile telephone

NHS Jobs can send text messages to UK registered mobiles for key activities associated with applications.

Do you wish to receive updates by text message? No

Preferred telephone number to be contacted on

Are you a United Kingdom (UK), European Community (EC) or European Economic Area (EEA) National? Yes

Please select the category that relates to your current immigration status. This status will be subject to checking before interview.

If other, please provide details below.

Please supply details of any relevant visa currently held

Visa number

Start date

Expiry date

Does your visa have a condition restricting employment or occupation in the UK?

Details of any restrictions

Are you an NHS Professional returning to practice? No

Criminal Convictions - Rehabilitation of Offenders Act 1974

The Rehabilitation of Offenders Act 1974 (as amended) helps rehabilitated ex-offenders back into work by allowing them not to declare criminal convictions after the rehabilitation period set by the Court has elapsed and the convictions become 'spent'. During the rehabilitation period, convictions are referred to as 'unspent' convictions and must be declared to employers.

The organisation aims to promote equality of opportunity and is committed to treating all applicants for positions fairly and on merit regardless of ethnicity, disability, age, gender or gender re-assignment, religion or belief, sexual orientation, pregnancy or maternity and marriage or civil partnership. The organisation undertakes not to discriminate unfairly against applicants on the basis of a criminal conviction or other information declared.

During the rehabilitation period you are required to declare current 'unspent' criminal convictions or cautions (including reprimands and final warnings). Please note you are not legally obliged to disclose convictions or cautions which are protected or have become 'spent' under the Exceptions Order.

As part of assessing your application, organisations will only take into account relevant criminal record and other information declared which is relevant to the position being applied for.

Answering 'yes' to the question below will not necessarily bar you from appointment. This will depend on the relevance of the information you provide in respect of the nature of the position for which you are applying and the particular circumstances.

Are you currently bound over or do you have any current UNSPENT convictions that have been issued by a Court or Court - Martial in the United Kingdom or in any other country? You should tick NO if any convictions are protected (or filtered out); and/or have become SPENT as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) 2013. Please refer to further information about protected and spent convictions and cautions in the 'Application form Help - criminal background' section.

No

If YES, please provide details of the order binding you over and/or the nature of the offence, penalty, sentence or order of the Court, the date and place of the Court hearing. You are not required to tell us about parking offences. Please include any additional information or evidence that you believe to be relevant.

Do you have any current UNSPENT police cautions, reprimands or final warnings in the United Kingdom or in any other country? You should tick NO if any cautions, reprimands or final warnings are protected (or filtered out); and/or have become SPENT as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) 2013. Please refer to further information about protected and spent convictions and cautions in the 'Application form Help - criminal background' section.

No

If YES, please provide details of the caution, reprimand or final warning, including the date and reason administered. You are not required to tell us about parking offences. Please include any additional information or evidence that you believe to be relevant.

Relationships

If you are related to a director, or have a relationship with a director or employee of an appointing organisation, please state the relationship:

Application for employment

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Health Education England

Education & Professional Qualifications

All the relevant qualifications. Please also indicate subjects currently being studied. All qualifications disclosed will be subject to a satisfactory check. Up to 11 qualifications can be entered here.

Education & Professional Qualifications

Subject/Qualification	Place of study	Grade/Result	Year obtained
MSc Computing	Manchester Metropolitan University	Pass	2009
BSc Multimedia Computing	Manchester Metropolitan University	2nd	2008

Relevant Training Courses Attended

Please provide details regarding training courses that you have attended or currently undertaking together with the date completed or to be completed by. Up to 7 training course can be entered here.

Course title Training provider Duration Year completed

Mobile User Experience	Webcredible		2011
Information Architecture	Webcredible		2011

Membership of Professional Bodies

Please provide details regarding any relevant professional registrations or memberships. This information will be subject to a satisfactory check.

Please indicate your professional registration status Not required for this post

If you have answered "I have current UK professional registration relevant for this post" or "I have current UK professional registration and licence to practise for this post" then please enter the relevant details below.

Professional Body and Membership 1

Professional body
If other please provide details below
Membership/Registration number
Expiry / renewal date

Professional Body and Membership 2

Professional body
If other please provide details below
Membership/Registration number
Expiry / renewal date

NHS Service

Start date of continuous NHS service (if applicable)
Months since most recent employment ended (if applicable)

Current/most recent employer (reference always required)

Employer name UXlab (ATCOM)
Employer address
Type of business

Reporting to (job title)
Telephone
Your job title UX Designer/Analyst
Start date 03/2017
End date
Grade
Salary
Period of notice

Reason for leaving (if applicable)

Brief description of your duties & responsibilities

Working for some of the biggest and powerful brands in the Greek market (e.g., Eurobank, Piraeus Bank, Alpha Bank, Aegean Airlines, Kotsovolos - Dixons, IKEA, Notos.gr, Gregory's, etc.) in order to help them accomplish their goals set by improving usability, enhancing the overall user experience and ultimately boosting conversion rates. • Sketching / Wireframing • Expert Usability Review • User Testing • Information Architecture • Personas • User Journey Mapping • A/B Testing • Analytics • Workshop Facilitation

Activities prior to above starting with most recent

Employer name Self-Employed

Employer address

Type of business
Reporting to (job title)
Telephone
Your job title UX/UI Designer
Start date March 2014
End date February 2017
Grade
Salary
Period of notice

Reason for leaving (if applicable)

Brief description of your duties & responsibilities

Design and development of websites for various market sectors. Responsive and cross-browser compliant interfaces adherent to web and accessibility standards. Integration of UCD techniques to ensure a seamless customer experience. Analysis and evaluation of look and feel and redesign of existing interfaces and interactions in order to provide a simpler, more engaging and goal-oriented service. Creation of graphic work for digital and print. Consultation regarding branding, social media presence and content management.

Employer name Loop UX

Employer address

Type of business
Reporting to (job title)
Telephone
Your job title UX/UI Designer
Start date November 2013
End date February 2014
Grade
Salary
Period of notice

Reason for leaving (if applicable)

Brief description of your duties & responsibilities

Loop UX is a user experience agency in Copenhagen specialised in international user research and usability testing. Worked in a multi-cultural team and carried out user research and design projects for different devices (desktop, hand-held, car screens) in an agile way incorporating several UX design methods and techniques. • Ideation • Sketching / Prototyping • User Interviews • Prototype Testing • Competitive Benchmarking

Employer name Hellenic Army

Employer address

Type of business
Reporting to (job title)
Telephone

Your job title IT Assistant Manager

Start date November 2011

End date August 2012

Grade

Salary

Period of notice

Reason for leaving (if applicable)

Brief description of your duties & responsibilities

This role included the accomplishment of various technical and non-technical tasks. Teamwork, clear communication and time management were vital for the completion of a project within a specific time frame. Responsibility for the office's management major functions, such as planning, organising, directing, motivating.

Employer name Self-Employed

Employer address

Type of business

Reporting to (job title)

Telephone

Your job title Web Developer & UX Designer

Start date October 2010

End date October 2011

Grade

Salary

Period of notice

Reason for leaving (if applicable)

Brief description of your duties & responsibilities

Creation and maintenance of websites from scratch using HTML, CSS and JavaScript. Creation of UX deliverables such as personas, scenario mappings and wireframes. Usability optimisation and heuristics evaluation for engaging user experiences.

Employment Gaps

If you have any gaps within your employment history, please state the reasons for the gaps below.

Supporting Information

In this section please give your reasons for applying for this post and additional information which demonstrates that you have read the published person specification and how you meet the essential and (where relevant) desirable criteria for this particular position. This can include relevant skills, knowledge, experience, voluntary activities, training etc.

If relevant to the post for which you are applying, you should include details about research experience, publications or poster presentations, clinical care (knowledge and skills) and clinical audit.

Supporting information

Creating products and experiences that help and delight people is what matters the most to me. Except my background in user centric design and diverse set of skills i know how to communicate with and motivate other team members in order to reach the optimum result. Im a self-organising professional who always puts in the table and reminds the rest of stakeholders about the users' needs and desires in the product development, but always keen to listen and respect other ideas and opinions. The healthcare industry is a challenging and critical one that has a direct impact in people's lives and i would like to be part of NHS in order to help to change the people's lives to the better.

Preferred employment type Full time

Further questions

The question text supplied by jobs.nhs.uk is not in an easy to read format, it has been cleaned up as much as is safely possible but is likely to be missing punctuation and have improper capitalisation. To view the original question text, please access this application on jobs.nhs.uk

The questions in this section are customised to the post for which you are applying.

Are you currently a health education england employee No

Have you provided referees which cover the last 3 years of employment failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage Yes

Have you provided details of employment gaps in the relevant section failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage No gaps in employment history

Referees

Please provide the names and full contact details of the people who have agreed to supply references. References must include at least two positions with separate employers and, as a minimum, cover a period of three years employment and/or training history, where this is possible.

Referees will be required to comment on your competence, personal qualities and suitability for the post. This may be your line/department manager, or someone in a position of responsibility for any work experience or placement undertaken. If you are a student or trainee this should include a teacher/tutor at your education institution.

If you have not been in employment for a considerable amount of time but have had previous employment, then you should seek one reference from your last known employer and a personal reference from a person of standing within your community such as a doctor, solicitor or MP. Where it is genuinely not possible to obtain references from any of the sources outlined above, you must provide contact details of two personal acquaintances who would be willing to give a reference. Personal acquaintances must not be related to you, or have any financial arrangement with you.

Please note that all reference requests will be followed up and verified by the recruiting employer.

Referees may be approached prior to interview, unless you indicate otherwise below.

Type of reference Professional

Email address alicia.konstantourou@gmail.com

Title Ms

Surname/Family name Konstantourou

First name Alicia

Relationship Previous Team Manager

Employer name

Job title

Address line 1 Aristotelous 90

Address line 2

Address line 3

Town/City

County/State

Country Greece

Postcode/Zip code 13674

Telephone

Fax

Can the referee be approached prior to interview? Yes

Type of reference Professional

Email address

Title Ms

Surname/Family name Protopappas

First name Loucas

Relationship Client

Employer name

Job title

Address line 1 Merarchias 75

Address line 2

Address line 3

Town/City Serres

County/State

Country Greece

Postcode/Zip code 62100

Telephone

Fax

Can the referee be approached prior to interview? Yes

If you have applied to us within the last 3 months, are you happy for us to use the references from your earlier application?

Laura Jane Neil

The following are the user details currently stored in the system. Please confirm with the applicant that they are correct.

Address 32 Horseley Avenue
Worsley
Manchester
M28 3YA
United Kingdom

Email address laurajaneneil@gmail.com

Home telephone

Mobile telephone 07540303539

Work telephone

Applicant's preferred language

Convictions: The applicant has not declared any convictions.

Notes:

[20-Sep-2018 12:02 ray.hill@hee.nhs.uk] For interview

[18-Sep-2018 11:08 lili-anne.matthews@hee.nhs.uk] Email sent about app being in trac and moved to shortlisting

Shortlisting

Shortlister	1		2		3		4		5		Total	
	E	D	E	D	E	D	E	D	E	D	E	D
Ray Hill (Lead)	2	2	2	1	2	1	2	1	2	1	10	6
Simon Meredith	2	0	2	1	2	2	2	2	2	2	10	7

Shortlister notes

Ray Hill (E: 10 / D: 6)

4 yrs UI/X experience - for interview

Simon Meredith (E: 10 / D: 7)

Nice to see an application from someone who has read the JD and given specific examples in their supporting information

Application for employment

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Health Education England

Personal information

Email address laurajaneneil@gmail.com

Title Miss

Surname/Family name Neil

First name Laura

Middle name(s) Jane

Name in which you are registered with a professional body (if applicable)

UK National Insurance number

Address line 1 32 Horseley Avenue

Address line 2

Address line 3

Town/City Worsley

County/State

Country United Kingdom

Postcode/Zip code M283YA

Home telephone

Work telephone

Mobile telephone 07540303539

NHS Jobs can send text messages to UK registered mobiles for key activities associated with applications.

Do you wish to receive updates by text message? Yes

Preferred telephone number to be contacted on Mobile

Are you a United Kingdom (UK), European Community (EC) or European Economic Area (EEA) National? Yes

Please select the category that relates to your current immigration status. This status will be subject to checking before interview.

If other, please provide details below.

Please supply details of any relevant visa currently held

Visa number

Start date

Expiry date

Does your visa have a condition restricting employment or occupation in the UK?

Details of any restrictions

Are you an NHS Professional returning to practice? No

Criminal Convictions - Rehabilitation of Offenders Act 1974

The Rehabilitation of Offenders Act 1974 (as amended) helps rehabilitated ex-offenders back into work by allowing them not to declare criminal convictions after the rehabilitation period set by the Court has elapsed and the convictions become 'spent'. During the rehabilitation period, convictions are referred to as 'unspent' convictions and must be declared to employers.

The organisation aims to promote equality of opportunity and is committed to treating all applicants for positions fairly and on merit regardless of ethnicity, disability, age, gender or gender re-assignment, religion or belief, sexual orientation, pregnancy or maternity and marriage or civil partnership. The organisation undertakes not to discriminate unfairly against applicants on the basis of a criminal conviction or other information declared.

During the rehabilitation period you are required to declare current 'unspent' criminal convictions or cautions (including reprimands and final warnings). Please note you are not legally obliged to disclose convictions or cautions which are protected or have become 'spent' under the Exceptions Order.

As part of assessing your application, organisations will only take into account relevant criminal record and other information declared which is relevant to the position being applied for.

Answering 'yes' to the question below will not necessarily bar you from appointment. This will depend on the relevance of the information you provide in respect of the nature of the position for which you are applying and the particular circumstances.

Are you currently bound over or do you have any current UNSPENT convictions that have been issued by a Court or Court - Martial in the United Kingdom or in any other country? You should tick NO if any convictions are protected (or filtered out); and/or have become SPENT as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) 2013. Please refer to further information about protected and spent convictions and cautions in the 'Application form Help - criminal background' section.

No

If YES, please provide details of the order binding you over and/or the nature of the offence, penalty, sentence or order of the Court, the date and place of the Court hearing. You are not required to tell us about parking offences. Please include any additional information or evidence that you believe to be relevant.

Do you have any current UNSPENT police cautions, reprimands or final warnings in the United Kingdom or in any other country? You should tick NO if any cautions, reprimands or final warnings are protected (or filtered out); and/or have become SPENT as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) 2013. Please refer to further information about protected and spent convictions and cautions in the 'Application form Help - criminal background' section.

No

If YES, please provide details of the caution, reprimand or final warning, including the date and reason administered. You are not required to tell us about parking offences. Please include any additional information or evidence that you believe to be relevant.

Relationships

If you are related to a director, or have a relationship with a director or employee of an appointing organisation, please state the relationship:

Application for employment

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Health Education England

Education & Professional Qualifications

All the relevant qualifications. Please also indicate subjects currently being studied. All qualifications disclosed will be subject to a satisfactory check. Up to 11 qualifications can be entered here.

Education & Professional Qualifications

Subject/Qualification	Place of study	Grade/Result	Year obtained
11.5 GCSE's (inc. English, Maths and Science)	Standish Community High School	2 A*'s, 7 A's, 3 B's	2007
3 A-Levels	Runshaw College	3 B's	2009
BSc (Hons) Police and Criminal Investigation	University of Central Lancashire	2:1	2012

Relevant Training Courses Attended

Please provide details regarding training courses that you have attended or currently undertaking together with the date completed or to be completed by. Up to 7 training course can be entered here.

Membership of Professional Bodies

Please provide details regarding any relevant professional registrations or memberships. This information will be subject to a satisfactory check.

Please indicate your professional registration status I do not have the relevant UK professional registration status

If you have answered "I have current UK professional registration relevant for this post" or "I have current UK professional registration and licence to practise for this post" then please enter the relevant details below.

Professional Body and Membership 1

Professional body
If other please provide details below
Membership/Registration number
Expiry / renewal date

Professional Body and Membership 2

Professional body
If other please provide details below
Membership/Registration number
Expiry / renewal date

NHS Service

Start date of continuous NHS service (if applicable)
Months since most recent employment ended (if applicable)

Current/most recent employer (reference always required)

Employer name Better Bathrooms Ltd.
Employer address
 Horizon Business Park Greenfold Way Leigh WN7 3XJ
Type of business Retail
Reporting to (job title) Matt Cadwallander (Head of eCommerce)
Telephone 01942 369682

Your job title Lead UX/UI Designer

Start date 01/2018

End date

Grade

Salary

Period of notice 4 weeks

Reason for leaving (if applicable)

Looking to further experience in a non-retail company and open up career prospects.

Brief description of your duties & responsibilities

User journeys and persona development. Research into user experiences on our sites via face to face interviews, store visits, analytics platforms, qualitative testing platforms and other software. Competitor analysis. Lo-fidelity and hi-fidelity wireframing in Photoshop, Sketch etc. Basic and advanced prototyping in Axure, Marvel and Invision. Building prototypes and pages in HTML, CSS and JavaScript/jQuery. QA testing and deployment from staging to live environment. Relationship management with external development agency. Mentoring other designers and managing their workload. CMS updates. Management of the A/B testing programme and deploying experiments in Monetate's testing platform.

Activities prior to above starting with most recent

Employment Gaps

If you have any gaps within your employment history, please state the reasons for the gaps below.

Supporting Information

In this section please give your reasons for applying for this post and additional information which demonstrates that you have read the published person specification and how you meet the essential and (where relevant) desirable criteria for this particular position. This can include relevant skills, knowledge, experience, voluntary activities, training etc.

If relevant to the post for which you are applying, you should include details about research experience, publications or poster presentations, clinical care (knowledge and skills) and clinical audit.

Supporting information

I have over four years of experience in User Experience and User Interaction Design, gained in client-side roles at major national businesses. I pride myself on my ability to ensure all aspects of a UX project, from beginning to end, are completed in the face of tight deadlines.

As a recent example, I was briefed on an intended sitewide redesign at the end of June with an optimistic roll-out date of October. I carried out user research (both quantitative and qualitative) and designed lo-fidelity and hi-fidelity websites for all major pages (across all devices) by the end of July. I then carried out user testing on my designs and presented my designs to the board of directors and our financial investors. The designs were signed off and I then had weekly meetings with our external development agency to ensure their front-end and back-end developers had everything they needed to work as efficiently as possible. We are currently on track, with the first part of the website redesign to be launched in the week commencing 24th September.

I am a skilled communicator, thanks to significant time spent developing relationships with internal and external teams. I work with IT, eCommerce, Marketing, Design, Finance, our Trade department and customer service on an internal level, and with our external development and SEO agencies on a regular basis. I have vastly improved at catering to my audience when it comes to explaining a concept verbally or visually as a result of these relationships.

Though I have an interest in conversion rate optimisation thanks to the industry I currently work in, my primary focus is usability. I believe engaging and involving users in initial user research and getting their opinions on both the site/application as it stands and intended designs is the most important use of time and money when it comes to planning a new project.

I am confident in using a range of tools and platforms. For designing (after the crucial pen and paper stage), I mostly use Balsamiq wire framing software for lo-fidelity wireframing and Photoshop/Sketch for hi-fidelity wireframing. As for prototyping, I use Invision (mostly for conveying ideas to our external development agency), and Axure, which is my tool of choice for very detailed prototypes that will then be scrutinised in user testing or used to better convey ideas to key project stakeholders. I have used multiple A/B testing platforms and numerous UX tools such as Google Analytics, Hotjar, What Users Do, Monetate, and Optimizely in order to improve my design process.

I am also able to code in HTML, CSS and Javascript/Query which has proved useful not only because I have been able to make changes to the front-end of our site without the aid of our development agency when required but also because it has provided me with a good insight as to what design features are feasible within specific time constraints for the developer I am working with.

I have worked in businesses where firm brand guidelines and processes had already been developed and I have also worked for companies where I was recruited as part of a huge business transformation and needed to play a role in creating guidelines and design processes. While I enjoy both environments, there is something exciting about the challenge of being there at the start of a transformation and seeing my contributions making a real difference to an organisation, which is what drew me to this role in particular.

I am able to manage my own time effectively to make sure deadlines are met without the need for constant reassurance but also feel comfortable in asking for further clarity on a brief if I feel I require it to make sure I provide designs that are as accurate as possible in the first instance. I also have experience in managing and mentoring less-senior designers to ensure their work is on-brand and meets requirements. I am able to plan for the long and short-term and quickly adjust plans to match new business requirements.

I am continually looking to develop professionally and am learning further coding and programming languages in my own time to do this, alongside preparing for my Google Analytics qualification. I allocate some time each week to reading about the latest industry trends and predictions.

As for financial resourcing responsibility; I have met with our current and prospective A/B testing providers to ensure we are getting good value for money and have negotiated contracts on the back of these meetings. I also play a part in the annual budget, making a case for existing software and potential future investments that may help us improve the business.

I am experienced in interpreting legislation and government guidelines thanks to my time spent studying policing and criminal law at university, where a large proportion of the course involved producing essays, presentations and examination answers that asked me to demonstrate my understanding of legal matters.

Preferred employment type Full time

Further questions

The question text supplied by jobs.nhs.uk is not in an easy to read format, it has been cleaned up as much as is safely possible but is likely to be missing punctuation and have improper capitalisation. To view the original question text, please access this application on jobs.nhs.uk

The questions in this section are customised to the post for which you are applying.

Are you currently a health education england employee No

Have you provided referees which cover the last 3 years of employment failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage Yes

Have you provided details of employment gaps in the relevant section failure to provide this information at this stage may result in any future offer of employment being withheld or withdrawn at a later stage No gaps in employment history

Referees

Please provide the names and full contact details of the people who have agreed to supply references. References must include at least two positions with separate employers and, as a minimum, cover a period of three years employment and/or training history, where this is possible.

Referees will be required to comment on your competence, personal qualities and suitability for the post. This may be your line/department manager, or someone in a position of responsibility for any work experience or placement undertaken. If you are a student or trainee this should include a teacher/tutor at your education institution.

If you have not been in employment for a considerable amount of time but have had previous employment, then you should seek one reference from your last known employer and a personal reference from a person of standing within your community such as a doctor, solicitor or MP. Where it is genuinely not possible to obtain references from any of the

sources outlined above, you must provide contact details of two personal acquaintances who would be willing to give a reference. Personal acquaintances must not be related to you, or have any financial arrangement with you.

Please note that all reference requests will be followed up and verified by the recruiting employer.

Referees may be approached prior to interview, unless you indicate otherwise below.

Type of reference Current Employer

Email address

Title Mr

Surname/Family name Cadwallander

First name Matt

Relationship Manager

Employer name Better Bathrooms Ltd.

Job title Head of eCommerce

Address line 1 Horizon Business Park

Address line 2 Greenfold Way

Address line 3

Town/City Leigh

County/State

Country United Kingdom

Postcode/Zip code WN7 3XJ

Telephone

Fax

Can the referee be approached prior to interview? No

Type of reference Previous Employer

Email address admin@paul-hilton.co.uk

Title Mr

Surname/Family name Hilton

First name Paul

Relationship Manager

Employer name Sofology Ltd

Job title UX Manager

Address line 1

Please email referee if full personal address is necessary. They have since moved employment

Address line 2

Address line 3

Town/City

County/State

Country United Kingdom

Postcode/Zip code M28 7XQ

Telephone

Fax

Can the referee be approached prior to interview? No

Type of reference Previous Employer

Email address

Title Mr

Surname/Family name Christo

First name Finn

Relationship Manager

Employer name N Brown Group PLC

Job title UX and CRO Manager

Address line 1

Current personal address unknown. I can obtain this via private message at point of reference

Address line 2

Address line 3

Town/City

County/State

Country United Kingdom

Postcode/Zip code M23

Telephone

Fax

Can the referee be approached prior to interview? No

If you have applied to us within the last 3 months, are you happy for us to use the references from your earlier application?

Document checklist

You should have received the following additional documents with this pack:

- TIS User Experience and Interaction Designer JD - 0181 User Experience and Interaction Designer (final) (2).pdf
- TIS Development Roles Person Specification - TIS Developer Role Recruitment Specification v0.3.pdf
- HEE Functional Requirements - HEE Functional Requirements.pdf