

PETER DODDS

■ Digital Skills

- Adobe Creative Suite, After Effects
- Blackmagic Design Fusion
- Lingo, Transcript, HTML/CSS, C#, Unity
- Media 100, FCP, Avid, Da Vinci Resolve
- Isadora, Adobe Director
- eLearning Captivate, Versal, Kannu
- Arkaos Grand VJ, Media Master
- UX tools including Pencil Adobe XD, Balsamiq, Sketch, Invision, Axure
- Jira, Bitbucket, Confluence, Slack
- Microsoft Office and Apple Products
- Filemaker, ProjectLibre, Keynote, Pow-erpoint

■ EQ and People Skills

- Have lead small and large teams locally and internationally using a range of leadership styles including Coaching, Pacesetter and Affiliative
- Enjoy mentoring, sharing knowledge
- Not fearful of learning
- Able to work independently
- Able to lead under pressure
- Understand business, end user and team member needs
- Able to manage budgets, task and resource allocation
- Organised, good time manager
- Problem solver
- High emotional intelligence, lead by example

■ Qualifications

- Graduate Certificate Mobile Application Development (CSU)
- Certificate Business Analyst (ITMasters/CSU)
- Certificate Applied Social Media Marketing (ITMasters/CSU)
- Completing Master of IT (CSU) - Software Design and Development Specialisation (with Interface Usability and Project Management) and Mobile Applications Specialisation

■ Memberships

- Apple Strategic Developer Program
- Information Architecture Institute
- Interaction Designers Association

SENIOR USER EXPERIENCE DESIGNER & ANALYST

I am an UX Designer and Analyst with extensive coding and information architecture experience, allowing me to have a unique ability to take a practical approach to explore and understand the business, technical, creative and usability aspects of any project. I am a member of the Information Architecture Institute and the Interaction Designers Association.

■ Snr User Experience Design and Analyst

[Jan 2019]

Chrsitelle Dine - Customisation of OTS POS System for dining establishment (Perth/Melbourne)

- Creation of functional specification, activity and use case diagrams and event partitioned diagrams for customisation of off-the-shelf retail POS system
- Creation of System architecture diagrams, UX resources and UI examples
- Preparation of customisation brief for supplier development team

■ Snr User Experience Design and Analyst

[Dec 2018 - Jan 2019]

Show Me The Movie - Sydney, TEN Network

- Specify, devise and test user interfaces for interaction system and its connection to existing OTS lighting and audio systems, manage team members
- Preparation System Sequence Diagrams and Event Partitioned Diagrams for technology integration and program elements to meet AS/NZS 1519:2006 standards

■ Snr Interaction/User Experience Design and Business Analyst

[Aug 2018 - Nov 2018]

Non-Visual Apple Play/Google Play in car app - Sydney/Perth - Austrian Educational Co. Fette Kuh

- Devised a method to test a range of verbal only alternatives for app control
- Tested recognition patterns and responses to establish the efficacy of the interface
- Road test to determine problems with an audio interface in a hostile environment
- Examined wide range of linguistic options for the software
- Usability testing using A/B testing and one-on-one interviews which were analysed using Grounded Theory techniques
- Development of personas and journey maps for potential users of the system

■ Snr Interaction/User Experience Designer and Business Analysis

[Jul 2018 - Dec 2018]

Educational app for K-12 market - Sydney/Melbourne/Perth - Austrian Educational Co. Fette Kuh

- Examined the feasibility of re-purposing an existing digital and audio library
- Creation of a range of user interfaces and metaphor examples
- Set up and ran short focus group sessions with children to establish style and metaphor preferences, segment length and desired level of information detail
- UX usability study and Project Management Plan Overview created to provide basis for cost estimation and likely time frame to get first iteration to market

■ Snr User Experience Designer and Analyst/Information Architect

[Jul 2017 - Oct 2018]

Medical Tourism Project - The Island Fiji Rehabilitation Centre - Sydney

- Recommendations and documentation for business plan, UX and service design and all processes and software touch points associated with inpatient management, outpatient monitoring and medical records
- Navigation and data modeling across client facing apps and medical assistance and record apps with a focus on making all information accessible and aesthetically pleasing
- Preparation and testing of interfaces and logic design for software including a patient management Electronic Health Record app, an electronic diary called iDiary, a pharmacy information and management app, an outpatients appointment app, group session management app and an activity and treatment booking/management resource that dovetailed into the Electronic Record app
- Preparation of journey maps for the professional medical staff and patients
- Management of Heuristic and Expert reviews of proposed interfaces, user interaction flows, Patient handling and Customer/Patient RMS
- Cognitive Walkthroughs of sections of the proposed solutions to establish the efficacy of the privacy and data security aspects of the project
- Task analysis to establish the coding order for standalone modules
- Documentation of software development risk matrix
- Prepared a budget overview to establish an indicative cost for the project, a detailed scope document and Work Breakdown Structure report
- Preparation of Information Organisation Schemas, Graphic Style Guidelines and Technical Writing style guidelines for the project and creation of a project digital blueprint
- Inventory of required content and the relationship between information elements

UX/IA/BA

PETER DODDS

Methodologies

- Familiar with a range of UX techniques and methodologies including A/B testing, Cognitive Walkthroughs, evaluation under the DECIDE framework and Nielsen Heuristic methodology and gathering and analysis of data required for Grounded Theory analysis
- Application of WCAG 2.1 and the Digital Transformation Agency criteria accessibility guidelines
- Agile, Feature Driven (Lean Agile) and Waterfall, Just-In-Time
- Alignment/Problem Framing, Discovery and Mapping, Ideation and Envisioning, Planning and Piloting Service Design Methodology
- Familiar with business analysis methodologies including business case and strategic planning, process design, functional and non-functional specifications and system analysis

Milestones

- Involved with Data Translation's Media 100 non-linear editor development
- Designed and installed two multisuite-video post production facilities
- Prepares regular lay person technology reports for production companies after attendance at IBC Amsterdam
- First individual Apple Strategic Developer in Australia
- Developed world's first multi CD ROM Training Package
- Founder of Australia's first multimedia company to float on NASDAQ
- Conceived and developed Australia's first computer controlled amusement Flight Simulator
- Pioneer of early computer graphics and CGI animation
- Senior Technical and Software Project Manager for DFAT Expo 80 screen video wall at Expo, Nagoya Japan

Awards

- Silver Mobie - Computer Graphics
- Penguin Commendation for the Experimental Use of Television
- Gold Mobie - Gold Penguin NAB
- Serif Award Writing - Westpac
- Desktop Publishing Award
- US Newsweek Editors Choice Award for Children's Multimedia
- US Parenting Center Seal of Approval for Children's Multimedia
- Logie Award Best TV Documentary - Frontline Afghanistan ABC TV

■ Snr Interaction Designer/System Architect

[May 2018 - Jul 2018]

Addiction Management app - Sydney and Melbourne - NDA precludes identification of client

- Evaluated, using Expert Review techniques, an application to help addicts manage their recovery, prepared content inventory and information relationship report
- Concluded that the project was compromised and did not have a well documented UX or programming brief nor did it meet WCAG 2.1 or DTA guidelines
- Recommended that Stage 2 of the project should be created anew, discarding the work already undertaken
- Recommended that at the very least a Universal Modeling Language Class Diagram should be developed to assist the development

■ Snr Interaction/User Experience Designer and Business Analyst

[Sep 2017 - May 2018]

IP Based Talkback system - Sydney and Melbourne - NDA precludes identification of client

- Second stage development of UX design, task analysis and technical/functional specification for a IP based talkback system with audio and video backchannel
- Usability testing, one-on-one interviews and Experts Review of interface elements and interoperability, creation of technical specification report
- Developed process flows and logic flowcharts for the operation of the system
- Created a range of UX assets for usability testing and proof of concept

■ Snr Interaction/User Experience Designer and Programmer

[Jan 2017 - Aug 2017]

Technology Interface and Interactive Buzzer System TEN Cram! - Sydney

- Developed and fabricated components for the system an interface
- Created and tested user interface for controlling the system
- Undertook usability testing to ensure that the interface was intuitive and could be used in mission critical high pressure environments
- Created and tested the technology interfaces between systems in the studio

■ Interaction/User Experience Design Lead/Snr System Programmer

[Jan 2016 - Dec 2016]

Cannonball Scoring and Timing System Seven Network - Sydney

- Created scoring system that allowed real time display of contestant information
- Designed the interface and functional specification for the multiple timers for the system and the scoreboard display, programmed timers and interface
- Interface specification and usability testing for international version of the system to be used in Malta

■ Snr Interaction/User Experience Designer/Business Analyst/Mentor

[2013 - 2016]

Various assignments in Sydney, Melbourne and Asia

- Creation of UX assets, information architecture blueprints, research documents and technology briefs for a range of local and Asian companies in the broadcast and entertainment industry
- Testing and documentation of user interface and software program architecture for Asian versions of TV programs such as Asia's Got Talent, The Cube and Are You Smarter Than a Fifth Grader?
- Mentor and training of staff in Asia at complexes such as Pinewood Studios in Johar Bahru, Kuala Lumpur and Singapore

■ Snr Interaction/UX Designer/Technical Analyst - Sydney, Asia, EU

[Prior to 2013]

- Technical specification and development of game engines, logic control interfaces and user interfaces for broadcast and entertainment industry
- Preparation of a wide range of technical and creative/usability reports for Australian production companies and organisations
- UX and CX design and testing of user interfaces and for the internet, desktops, mobile devices and interactive kiosks, information architecture evaluation
- UX and software development projects for a wide range of organisations including Australian Television networks Westpac Bank, BT Financial Group, NAB, Commonwealth Bank, AMP, DFAT and Trade, AXN Asia and the BBC.

Additional information is available on request

UX dossier with Case Studies can be downloaded from www.digitalfrontiers.com.au/dossier_dodds.pdf

PO Box 1190 Dee Why 2099 Sydney NSW ■ E doddsie@mac.com ■ W www.digitalfrontiers.com.au ■ T 0412 446 899