Jay Alvarez

CV - August 2018

Summary

I'm a senior user experience designer and digital artist based in Brighton, UK. You can count on over 15 years of inquisitive creative growth, developing the skills needed to meet the demands of a changing digital landscape. I've worked with government digital transformation projects and with large NGOs on complex web portals as well as small businesses in the public, private and cultural sectors. I care passionately about bringing humans along on these challenging journeys, and I do this through participative and lean UX, agile practices and visual storytelling. I'm friendly and able to communicate well with stakeholders and team members, particularly in agile projects, where I bridge the gap between client requirements and technical development.

Skillset

- User research / discovery
- Workshop facilitation / participatory design
- Storyboarding / sketching
- Stakeholder engagement
- Personas / user journeys / concepts
- Information architecture / wireframes
- Iterative design / agile workflow
- Interface design / prototyping
- Spanish (mother tongue) / Italian & Portuguese (conversational) / French (basic)

- Game design
- Art direction
- Pitching / public speaking
- Adobe / Sketch / Invision
- Design for native iOS and Android
- Unity3d / Blender / VRTK / C#
- Html / CSS / jQuery
- Git / SVN / Collaborate (Unity3d)
- HTC Vive / Oculus / Daydream
- GDS / Open source / Creative Commons

Portfolio: jay.rootinteractive.com **Email:** jay@rootinteractive.com **Github:** blujay **Twitter**: limbicfish

Experience

Ongoing   **Digital Catapult artist in residence at Fusebox, Wired Sussex, Brighton**

Working alongside Andy Baker of ixxy developing a series of artistic/cultural installations and training courses for VR in Unity3d and 3d modelling in Blender.

Ongoing   **Artistic Director/ User researcher / 3d Unity artist**

Warbells is an immersive historical VR experience for the Lenovo Mirage Solo commissione by Vorarlberg Museum in Austria. To be exhibited in the large atrium of the museum, the piece deals with the traumatic melting of village bells during WW1, and is a collaboration with
Andy Baker, sound designer Anna Bertmark and curator Thomas Felfer. Launching Dec 2018

July 2018   **User Researcher - Webcredible (2-day contract)**

Spanish language, remote user testing with screen sharing in the lab for a holiday company. Moderator and notetaker, translation and analysis.

May 2018   **UX Lead - States of Guernsey, Equal Experts (1-month Contract)**

One-month discovery and agile knowledge-transfer project for a newly merged Government department to digitise and channel-shift user journeys to online by default, using Intentional Experience model to gather and baseline interaction data to inform new user journeys. Working alongside a business analyst, DevOps, delivery lead and technical lead. User research, business process mapping and analysis, user journey mapping, stakeholder interviews, participatory personas, storyboarding and service design. The project was particularly interesting because we trained the client team to work using agile principles and methods which led to increased confidence in the outcome and greater collaboration and cultural inclusion especially with the weekly show-and-tell sessions that were attended by staff and managers at both centres.

March 2018   **UX Lead - Lifebox discovery, Equal Experts (Contract)**

One-week discovery sprint for a medical startup at a private hospital. Working alongside a business analyst, delivery lead and technical lead. Included User research, business process mapping and analysis, stakeholder interviews, participatory personas, user journey mapping.

2017-2018   **Associate Interaction designer with Equal Experts, HMRC, Worthing (3-month contract)**

UX designer on Help To Save app for Next Generation Consumer mobile app team:
1 - Discovery material and gamification concepts to help users build a saving habit with the help of the app. Working with behavioural economists and researchers across HMRC.
2 - Mobile app interfaces in Android and iOS for iterative development of the live app.

2017-2018 **Game designer & producer, Lina Belina - Root Interactive, Brighton (1 year)**

Development of an immersive storytelling experience built in Unity3d and Blender for the HTC Vive and Oculus Rift virtual reality headsets. A self-initiated period of research and development into using innovative techniques Unity3d, Blender and Virtual Reality are developing as immersive storytelling platforms. Learning C# scripting language, Character rigging and animation, low-poly modelling in Blender, Virtual Reality Toolkit for Unity3d. Storyboarding and creative direction. Working with Andy Baker of ixxy

2016-2017 **Associate UX Designer with Equal Experts, HMRC, Worthing (1 year)**

Interaction designer responsible for the development of user journeys, information architecture and prototyping using Government design patterns and prototyping kit. Following agile methodologies working alongside the development team and lead architect. Involved in organising and running client meetings and collaborative design workshops, attending user research sessions and working closely with researchers and content designers to produce iterative solutions. Projects were 'Agents' and 'Country by Country Reporting'.

2010 - 2015 **Lead Designer at Aptivate, Brighton (5 years)**

Aptivate is a UK based NGO that provides IT services for international development. It produces web-based database applications using open source software for clients such as the World Health Organisation, Unicef, WWF and WaterAid. Roles included user research, information architecture, interaction design, prototyping, testing, visual design, brand and style guidelines, Interface design, Agile training, pitching and presenting.

2005 - 2010 **Web designer - Limbic Fishnet, Brighton**
2005 - 2006 **Artist and Workshop leader - Campbell works, London**
2004 - 2005 **Creative Programmer - Samba Xchange, Creative Partnerships, London/Rio**
2002 - 2004 **Team administrator - Access Technology Support Unit, RNIB, London**
1999 - 2000 **Systems administrator/trainer - Reigate School of Art, Reigate**