

Pharmaceutical Start-Up

February 2012

Currently working on prototyping and user testing for a start-up backed by a large pharmaceutical company

Ostmodern

December 2011 - February 2012

Worked on video on demand / multiplatform player projects for **ITV, Channel 4** and Swedish telco **Com Hem**.

Spinnaker Direct

August 2011 - November 2011

I worked on a rebuild of all the leisure centre websites for **GLL**. This involved creating a highly detailed prototype in Axure, working closely with the client and conducting user testing.

EuroRSCG London

June 2011 - August 2011

As an Experience Architect at Euro I worked mainly on iOS applications for **Credit Suisse** and **Chivas** and on a touch screen installation for the **One Young World** charity.

Proximity London

October 2010 - June 2011 & November 2011

At Proximity I worked on **Volkswagen, Orange** and the **Royal Mail** accounts. I produced user journeys, high fidelity wireframes and process flows for the consumer, business and ecommerce areas of these sites. I later worked on an 2012 Olympic campaign for **P&G**, a HTML5 & CSS3 magazine platform and some smaller pieces for **Johnson & Johnson**.

Smarkets - www.smarkets.com

October 2009 - October 2010

I was employed at social betting start-up, Smarkets to look after all user touch points in a ground-breaking new product constructed entirely in-house using Erlang and Django. From site structure, UI, prototyping, user journeys and front-end design through to emails and tutorial videos, I had an influence on almost every aspect of the Smarkets system.

Gcap Media (now Global) - www.thisisglobal.com

December 2007 - November 2008

At Gcap I was responsible for setting up a new UED team (and defining their working practices) to manage Gcap's portfolio of national (**Xfm, Classic FM, Capital FM**, Choice) and 42 local radio station websites. My team defined the target user groups and the approach the websites took to reach those users. We worked at all stages of the process from concept and persona generation through to prototyping, user testing, documentation and UAT.

Yahoo - uk.yahoo.com

December 2006 - November 2007

I was employed at Yahoo! to look after the TV, Movies and Games sites across Europe. Although my official title was Lead UED for Entertainment I worked across most of the products from Search to Sport to Kelkoo.

RealNetworks - uk.real.com

March 2005 - December 2006

ntl: (now Virgin Media)

Head of Design and Development, August 2000 - March 2005

Responsible for both a team of online designers and developers who created and maintained the ntl websites as well as the digital TV platform. The other half of the team were print designers and art workers responsible for the literature, direct mail, advertising, brochures, and install material.

Hello, I'm Alex Lee, a User Experience Designer with a wide range of experience with world famous brands. I define, test, develop and launch amazing products.

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