

Crispin Read

Digital Strategy | UX | Open Source

4 Connaught Road, LS29 8QW

07951 015 020

crispin.read@gmail.com

UX & Drupal specialist of 10+ years.

Almost two decades of experience achieving an extensive understanding of the many facets of modern web development and the digital landscape.

Core Competencies

- Business analysis & problem solving
- Discovery & planning
- Prototyping/RAD
- Client/stakeholder liaison
- Team/technical leadership
- UX research and auditing
- Usability & accessibility
- Agile/SCRUM
- Web analytics/performance KPIs
- Training & coaching



Consultant, Director

User Crunch Ltd

June 2015 – present

Senior Consultant delivering analysis, insight and strategy via UX audits and testing. Working with businesses and agencies to increase ROI in digital products through improving interfaces, systems, processes and workflows.

Responsibilities:

- Leading discovery and planning stages of projects with a strong focus on user experience
- Analysis of customer requirements, determining success criteria and KPIs
- Creating objective measurement frameworks and strategic plans to facilitate review
- Audit of existing products, systems and structures, devising recommendations for improvements
- Creating and delivering practical UX workshops, prototyping exercises and co-design sessions
- Preparation, delivery and analysis of user testing scenarios and exercises
- Coaching agile methodologies and lean UX practice



Head of Digital Strategy

Curve Agency

Sept 2014 - March 2015

Headhunted for my extensive experience in Drupal and UX, with additional objectives of providing digital strategy expertise, streamlining internal processes and developing a robust structure for business development.

- Across duration of 6 month fixed-contract achieved a rebuild of the entire delivery infrastructure greatly increasing efficiency, accountability and agility across the agency
- Redefined client relations to be focussed on strategic objectives, iterative delivery and agile practice
- Created role of product owner by proxy to act as UX / strategic consultant to clients on development projects
- Implemented new discovery and planning processes with greater stakeholder engagement with earlier and more frequent testing
- Developed frameworks and trained team to audit sites and products for UX and accessibility
- Revised sales and marketing strategies and created new products to create more profitable working relationships with new and existing clients



Head of Tech & Digital Strategy

White Fuse Media

Oct 2011 - Aug 2014

Recruited to build the agency's technical capabilities and expand business offering across the digital landscape.

- Oversaw use of digital technology across all projects to ensure efficient and profitable meeting of both client and agency objectives
- Increased service offering to include UX, Apache Solr search, SEO, CRM implementation/integration, data migration, training and analytics
- Led and grew technical team to five full time members, managed transition with off-shore and contract workers in interim
- Spearheaded increasingly effective and efficient user focussed development processes
- Increased agency efficiency and capability streamlining project process, delivery and version control systems
- Fostered more creative and fulfilling approach for technical staff through increased involvement in discovery stages of projects



Co-founder, Director, Consultant, Developer

User 37 ltd

June 2006 - Oct 2011

Founded consultancy specialising in user focused development and open source.

- Lead UX/front end on projects, applications and integrations: Drupal, CiviCRM, Wordpress, SalesForce, LDAP, Apache Solr, SharePoint
- Pioneered development processes focused on usability and accessibility to improve user experience, engagement and uptake
- Development of internal comms packages, social media and digital strategy
- Liaison/management of stakeholder/user groups, senior level clients, in-house teams and contractors

Web/LMS Developer

Premier IT March 05 - May 06

- Consultation on implementation of LMS
- Usability/accessibility audits and reviews
- Technical development and system management
- Internal communications strategy for organisational switch to digital
- Creation of e-learning packages and training materials

Consultant/Developer

Ofcom Nov 03 - May 05

- Amalgamation planning of the 6 legacy regulators' data
- Development of new website and intranet
- Consulted on usability and accessibility of digital products
- Authored Ofcom's organisational policy on web accessibility
- Developed additional microsites and portals

Co-founder and Director

D & B Solutions April 02 - Dec 02
Extranets integrating secure comms channels and document management for Peabody Trust and third parties.

Freelance Web Developer

Chimpnet Nov 99 - April 02
Client liaison, design and development of websites and applications, full project life cycle. Notable client: Kids Company.

ETC.

I regularly attend and speak at conferences and events. I'm talking at Drupal Camp London and also NUX about 'Object Oriented UX' - discovery and planning techniques I have developed with OOP in mind to bring a tighter cohesion to UX and development teams in early stages of projects. I also contribute to a number of blogs and projects in my areas of interest ~ UX, Accessibility, Open Source, Agile and NPTEch.

I'm actively involved in The Drupal Apprenticeship Scheme, recruiting, training and supporting young people from disadvantaged backgrounds through a year long workplace qualification supported by the Tech Partnership and the SFA.