KYLE JAMES MAYNE

I'm a user experience professional that has shipped customer-centered solutions for web, mobile, desktop and television. My expertise delivers results that improve metrics and increase engagement.

HELLO

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WORK

Senior User Experience Designer
June 2013 ~ Current

Sage

Sage One is a web-based accounts and payroll offering for small businesses around the world. In this role, I lead the global experience design of the platform, designing and documenting UI patterns for use in all applications across web and mobile.

User Experience Designer
November 2011 ~ April 2013

Sage

Working in a multidisciplinary team, I undertook user centre design practices to raise product quality and introduce new functionality to Sage's flagship desktop Accounts and Payroll software.

Interaction Designer
October 2009 - November 2011

Orange Bus

Radically improved websites and created exciting new digital products and services for well-known national and international clients. Selection of clients include: Pearson, Northern Rock, Laurence King, Barclays and Parentline.

User Experience Designer
June 2009 - September 2009

BBC

I started my career in UX as an intern at the BBC, and worked on the design of their interactive television platform. The BBC also sponsored my M.Sc. thesis, which looked at overcoming cognitive impairments in the design of their digital television services. This work is viewable online - kylemayne.com/thesis.pdf.

EDUCATION

M.Sc. Human Computer Interaction
Lancaster University
Distinction

October 2008 - September 2009

B.Sc. Information Systems
Newcastle University
2:1

September 2005 - June 2008

AWARDS

Outstanding Project Award (M.Sc. Thesis)
Lancaster University

October 2009
Upon Graduation

SKILLS

Customer Insight
Undertake ethnographic research to deliver multi-channel strategies that provide compelling customer experiences.

Design Strategy
I'm able to plan and shape new digital experiences that will engage customers, and sync up with business strategy.

Interaction to Visual design
I'm an expert in taking complex ideas and simplifying them into inspiring UIs and workflows, using a broad range of tools; Keynote, Axure, HTML/CSS and Sketch.

Design Authority
Author of design standards, patterns and best practice techniques.

UX Testing
Through iterative prototyping and usability testing, I craft solid user interfaces that work.

Metrics Driven
Use a broad range of analytics and metrics to iterate and improve customer engagement.

REFERENCES

Magnus Stolt
Head of Customer Experience
Sage UK & Ireland
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Joanne Richardson
Head of User Experience
Orange Bus
joanne@orangebus.co.uk