CARL YATES BSc (Hon) MBA MA

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Portfolio: www.cyexperience.com

A professional senior UX Design manager with extensive experience in, Digital-Media, Consumer electronics, Gaming, Mobile, Broadcasting, and Network Systems markets. Passionate about UX & Product Design, innovation and technology.

Commercially minded, creative, passionate Senior UX Design Manager with proven ability to deliver large-scale, multiple workstream, cutting-edge UX design projects; including new technology innovation & concepts, user centred design, strategy & marketing, user research & insight, interaction design. Responsible for the experience design and success of several leading edge technologies, products and services including; migration of Analog to Digital media broadcasting, first commercial deployment of mobile network Multi-media streaming solutions, and innovating the connected audio multi-room music streaming experience. Over ten years as a Senior Product Manager/UE expert at Vodafone Group Marketing helping to shape, manage, and drive forward the world-leading Mobile Data experiences for consumer and business markets; Senior/lead UX Designer at Imagination Technologies managing a team responsible for UX design of connected audio products, apps, Web, IoT and cloud services.

Specialties: Concept & Strategy, Market research & insight, User Centred Design, research & testing, UX specification; user modelling, IA, wireframing, prototyping (Axure, Onmigraffle, Balsamiq, Adobe CS suite, Sketch, Origami), product & multi-platform application development, agile working, Digital-media & new technology, innovation, multi-cultural environment and team management.

EDUCATION:

2010-2012   Kingston University (Digital Media Kingston); MA - with Distinction;
User Experience Design
User Experience Design I & II (innovative mobile communications app design & HTML prototype)
Games design (new mobile game design and testing methodologies)
Live project (Sony First; PSP minis game) (Sony PSP minis game design & audio soundtrack)
User Factors (mobile device platform UE evaluation and analysis)
Digital Content Production (web development, Flash and Java script)
User Testing (Heuristic evaluation of online MMRPG Second Life)
Final Project; Towards a Methodology; Effective Measurement of Fun and Immersion in Gaming

1998.   Open University Business School, Masters Business Administration
Business Strategy
Creative Management
International Enterprise
Challenge of the External Environment (Advanced Strategy)

1996.   Open University; MBA, Foundations of Senior Management.

1985-1988   The University Wolverhampton; BSc (Hon) Applied Chemistry (grade 2.1)

Languages   Diploma in T.E.F.L. (Teaching English as Foreign Language)
Conversational French

Courses   Professional Product Management, Presenting with impact, Communicating with impact

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EMPLOYMENT:

2013 — now   **Senior/Lead UX Design Manager**
               Imagination Technologies Ltd (Pure), Herts, UK

Role: Senior/Lead UX designer responsible for large scale, multi-workstream, complex UX concept & strategy projects, defining new and enhancing existing user experiences of all IMG Systems cloud services and Pure consumer electronic products; including multi-platform connected audio / multi-room music streaming solutions for PC, iOS, Android, and Flow Cloud IoT solutions. Ownership of the complete UX process; *discover*-(insight, competitor analysis, heuristic mark-up, strategy), *definition*-(user tasks, journeys, flows, personas), *design*-(information architecture, wireframes, interaction design, prototypes, specification), *validation*-(usability testing, analytics). UX design support for new concepts, product & business development, strategy, CRM, Web and app development. Management & mentoring a team of UX and visual designers.

2013 —   **User eXperience Design & Product Consultant**
               CY eXperience Ltd (www.cyexperience.com)

Role: Director and founder of CY eXperience; User eXperience Design, Research, Strategy, Usability, Development, and Product Management consulting for mobile, web, multi-media, gaming, IoT, and new technology devices.

Projects: London Fusion Collaborative award; 'How Does Content Feel?'   Defining a UX methodology for using Biofeedback data in application of User Experience for video games and complex digital interactions. Working with premier UX agency Seren and Kingston University to understand user behaviour and relation to successful video game and digital experiences/designs. The project created new UX and Usability methodologies to effectively incorporate user physiological (Biometric) data to provide greater insight on user emotional and behavioural preferences related to digital media interaction, such as with video games, digital media, Art & Fashion.

2002 — 2013   **Senior Product Manager/ UE expert**
               Vodafone Group Business Marketing; Paddington, London

Role: Product Manager/UX designer responsible for strategy, scope, requirements, user experience, and implementation of Vodafone Software, Applications and Services; including large-scale, multi-platform data connection manager & end-to-end service solutions (launched in over 45 countries with >50m users & €4bn revenue); Smartphone and Tablet B2B and B2C applications (adopted by >10m users), 3G Video Telephony, IP video gateway, VoIP, messaging & communications. Coordinating cross-functional matrix teams including UX, business propositions, brand & visual design, channel management, Group Technology, 3rd party developers, and in-country local marketing resources with a group operating budget of over €20m.

Activities: Product strategy & UX design, requirements & roadmap, and usability testing; through customer insight/research/analytics, user scenarios, storyboards, personas, concept and prototype engineering, product and service design (including IA, annotated wireframes, prototypes, and UX specifications), usability testing and analysis; working collaboratively in an agile environment with several leading development and design agencies. Responsible for extending the capability of the Mobile Data service to smart devices (phones and tablets) with the UX design and agile development of 'Vodafone Discover' for business Android & iOS App.

Skills: Commercially minded, creative, technically astute, polymath; able to conceive, articulate and present concepts/propositions in a clear and engaging form at all levels. Managing €multi-million development projects including user experience design, testing and analysis. Hands-on client UX Expert involved with co-creation workshops, benchmarking & competitor analysis, IA, wireframing (Axure, Visio, Omnigraffle), prototyping (Click-

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dummy & HTML), and actively participating in user research (mental models & persona generation) and usability testing. Establishing a user centred design approach to new product development. Managing direct/virtual teams in agile environment. Commercial negotiation, bid, project and budget management, and revenue tracking.

2001-2002 European Product Marketing Manager
Packetvideo Europe, London NW1
Packetvideo (PV) A privately funded start-up company (founded San Diego 1998) and market leader in the emerging Wireless Multi-media Streaming/ download solutions for 3G/GPRS networks. The European headquarters were established Q4 2000 and were based in London NW1. [PacketVideo Network solutions are now a subsidiary of Alcatel]

Role: Responsible for all European Product marketing strategy and direction for wireless Multi-media streaming & content solutions. Including ownership of the product marketing roadmap and channels in Europe, Middle East and Africa (EMEA), with focus on customer requirements, user experience, external market trends, and market planning (size, opportunity, threats, and strategy). Ensuring the product functionality, experience, and roadmap meet the EMEA channel market needs. Key communication contact for account engineering, management, customers, partners, and industry groups. Dotted line reporting to product development, and senior management at corporate headquarters based in San Diego, California. My role also extended to include EMEA business development, partner management, and bid management functions.

Activities: Information gathering and exchange, supporting industry conference and standards bodies (3GPP, MPEG, WMF). Championing product management, design and user experience at strategic and operational level, both within PV and externally with customers and partners. Support European channel marketing activities and involvement with US teams for global strategy and product planning. Presenting at various levels; from technical specialists to board level. Representing PV at conference speaking engagements and panel sessions. Identify and work with strategic partners in maintaining long-term relationships and building channel competencies. Actively involved with business planning, strategy, and P&L activities. Bid management with major European Network Operators (e.g. Vodafone, S-FR Orange, T-Mobile, Telefonica, Wind, Hutchinson 3) RFI and/or RFQ response co-ordination.

Skills: International management, negotiation, marketing, strategy, business and channel development. Bid proposal and commercial management. Technical competence in video/audio imaging, MPEG encoding, and industry standards for wireless and IP streaming/download (SIP, TCP/IP, UDP). Understanding of wireless and IP network architectures, content and subscriber management, and DRM. Knowledge of mobile devices, multi-media and content delivery systems (NAS), SDK's, and 3rd party interfaces. Communication and presentation al all levels, including public speaking.

1997-2001 Senior Product Marketing Manager
Sony Broadcast & Professional Europe

Role: Product marketing responsibility for complete DVB Audio-Visual 'A/V' solutions and managing the Network Systems Business team throughout Europe, Middle East and Africa providing £20m of revenue.

Activities: Leading a virtual European product specialist team. Actively involved in portfolio management, new product development, user experience, marketing communications, strategy and planning, to create business and marketing plans to recapture Sony's market share (rising from 1% in 97 to over 10% in 2001) of the A/V DVB network segment. Full life-cycle management from product design, testing, and market definition, through introduction and launch, to local sales and customer support for high technology products. Utilising the latest MPEG video compression and broadband IP networking technologies for digital distribution and play-out, content management, asset and media

management applications for customers such as Sky, ITV Digital, RTL, RAI, TF1 and many other leading European broadcasters.

Skills: Team leadership and virtual team management. Market analysis, strategic and business planning, campaign management, exhibition organisation, inventory management. Lifecycle and supply chain management, bid management and sales support. Communication, technical and business presentations, and commercial negotiation.

1995-1997 **Information Services Manager**

NTL (National Transcommunications Ltd.), including CabelTel International.

Group manager responsible for the development and strategy of IS control system products & networks supporting NTLs' Telecommunications, Broadcasting and Media streaming strategic business units with advanced software based applications, developments and networks.

Role: Management of a resource team (12+ degree qualified engineers), third party organisations, change management programs, and development projects in meeting corporate objectives for business growth, efficiency, and improved customer experience.

Skills: Formulating goals, strategy, product development, and implementing change management projects for greater efficiency and service.
Setting & prioritising team and individual objectives;
Monitor, maintain & improve service and product delivery;
Plan and allocate the effective use of resources;
Recruit & select personnel;
Develop teams, individuals and self to enhance performance;
Seek, evaluate, exchange, and organise information to solve problems and make decisions;
Implement corporate management polices on quality, HR, communications, safety, and finance;
Project management and supervision (multi-million £ projects);
Forecasting, planning, and operating a £1M group budget.

1988-1995 **Senior Systems Engineer / Team Leader (promotion 1992)**

Bristol Babcock Ltd., Kidderminster. Part of FKI group.

Role: Team leader responsible for the design, development and management of £multi-million advanced computer system projects.

Skills: Hardware & Software experience e.g. HP Servers, EtherNet LAN's and network design, PC, MS-Windows, C, and Visual Basic. Multi-million Bid and Project management; including sales support, system design, commissioning, and preparation of training courses. Working in hazardous conditions under own supervision. Writing and presenting published articles.

Interests & Leisure Activities:

Psychology, biometrics & behaviour, technology, art & design. Evolution of Video games, music and arts, film and digital media. Spending time with my family (two active teenage boys), sailing, snowboarding, sport & fitness; Triathlons, Mountain biking, Pilates, football (manage local U15 football team).

Referees:

Available on request