

# KET PATEL

Lead UI Architect and Head of User Experience

Specialist in trading platform design, e-marketing and full cycle digital transformation //

## Biography



Ket Patel is a **pixel perfect** hands on head of UX that strongly believes that good user experience design is absolutely key in; gaining **stakeholder and senior management buy-in**, achieving **validation and transparency** of requirements, **reducing development time** as well as delivering **best in class platforms** on time and on budget in line with the digital strategy.

**Over 13 years market exposure** gives Ket the ability to head up, **grow and lead the UX team**, take total ownership of the UX transformation programme, define the **UX strategy and factor requirements** into **interactive specifications** by **prototyping** with a diverse range of technologies and techniques for web, desktop and mobile delivery.

Having undertaken trading education, Ket's knowledge and own personal user experience of **trading platform technology** is vast and a valuable contributing factor when **scoping requirements**.

Ket preaches a common sense **fit for purpose 'Lean UX'** approach and enjoys **improving IT development team productivity** through agile **UX methodologies** and implementing **custom processes** of 'how we should prototype, how we should sign-off and how we should document' as well as retaining the **creative** aspect of sketching, wireframes and full fidelity **Photoshop visualisations**.

Ket's core strength is **leading full cycle greenfield programmes**, defining and owning the user experience design process throughout the **sign off stages**, influencing across a diverse range of **executive, business and technical** stakeholders, creating on brand **visually appealing** assets and working with core developers to **integrate data logic** into **interfaces**.



## Skills Summary

- **Digital strategy**, vision pitching, budget analysis, senior management engagement
- **Global UX ownership** and best practice enforcement
- **Wireframing** (Low fidelity and full high fidelity including developer ready templates)
- **Storyboarding** and user journey conceptualisation
- **UX management and governance**, team leading, mentorship and expansion
- **Requirements gathering**, workshop facilitation, persona capture, functional specification documenting
- **Digital Asset creation** and ownership
- **Content strategy** with innovative collation techniques
- **'Lean UX'** and fit or purpose process enforcement
- **Sketching** and innovative paper prototyping techniques
- **Interactive web/ desktop/ mobile prototyping** (clickable and data driven)
- **Eye tracking** and lab testing facilitation
- **Stakeholder management** and digital agency management
- **Styleguide / branding** guideline creation and enforcement
- **Visual design and prototyping tools**
  - Axure ★★★★★★★★★★
  - Balsamiq ★★★★★★★★★★
  - Photoshop CS5 ★★★★★★★★★★
  - Illustrator ★★★★★★★★
  - InDesign ★★★★★★★★
  - Flash ★★★★★★★★
  - MS Blend ★★★★★★★★
  - Fireworks ★★★★★★★★
  - Dreamweaver ★★★★★★★★★★
- **Languages:** Responsive HTML, HTML5, CSS, JavaScript, .NET, XAML



Today



2010



2003



2002



2001



2000



1999



1998

## Career

### Barclays Asset Management > Lead UI Architect and Head of UX

Sept 2010 - Present

#### Overall Role Summary

Responsible for the user experience function (hands on) for Barclays Asset Management and driving consistent UX practice throughout both new and existing fund platforms. (Web, Mobile & Desktop)

Responsibilities in general: heading and growing the UX team, UX best practice mentoring/ training, liaising with core developers, producing functional specification documents, wireframes and prototyping potential solutions both with low and high fidelity visuals, interaction modelling, developing brand guidelines, content collation and asset ownership, digital agency/ RFP management, workshops, focus group and eye-tracking/UAT lab facilitation in order to validate wireframes and ideas, creating a consistent end to end visual language across a range of Barclays digital experiences.

A solid understanding of funds / structured products and asset management was gained here.

#### Currently engaged in...

**Charles River Anywhere Redesign** – private banker facing **trading portal** redesign.

**BARX** – usability brand enhancement of Barclays existing **single dealer platform**.

#### Project: Digital Strategy & Vision

- Acting as digital advisory to the Head of Marketing in order to define a 3 year **digital strategy** and highlighting areas where **digital solutions** would streamline and add value to existing **manual processes** and propose appropriate high level **automation** according to the identified findings.
- Delivered a proposal illustrating utilisation of the **digital space** and **transformation** of existing **platforms and applications** within the business. This was presented at senior management level for initial buy-in and budgetary approval. Areas included **cost**, project **lifecycle times** and **additional resource/ expertise** required.
- To aid board level business buy-in, a set of **high fidelity visuals** were produced using **Photoshop** illustrating **web, mobile** and **desktop** examples of future potential solutions for the business. (**Web** based funds platform, **desktop** pricing app (WPF) and an **iPad/ mobile** fund finder app). Illustrating benefits of providing users with **consistent** end to end '**total user experience**' was also key.

#### Project: Web Distributed Funds Platform (full life cycle UX delivery)

- Conducted research to define both **business goals** and end **user goals** including facilitating **workshops**, competitor analysis and user **persona** drafting. This included **sketching out interface ideas** on the fly (paper prototyping) in order to gain **immediate feedback** in user sessions.
- Created initial **low fidelity wireframes** with **Balsamiq Mockups** and once **validated** produced **high fidelity interactive wireframes** with **Axure**
- Facilitated **interaction modelling** workshops to **further validate** wireframe designs before the build/ template phase. This included **user observation** and **eye tracking**.
- Once all prototypes had been validated, a **functional specification** document was drafted with detailed **annotated wireframes** as a guideline document used as a 'contract of work' with developers having been **signed off** by key stakeholders.
- **Coded cross-browser** compatible **HTML** templates and worked with **core developers** and IT BA's in an **agile and iterative** manner to add logic, data services and integration with **Adobe CQ5**.
- Engaged with **corporate communications** to ensure the solution was '**on brand**' and created new style definitions where appropriate for rich **charting components, grids** and **UI elements**) which were then appended to the existing Barclays global **branding guidelines**.



**Project:** Trade Blotter

- Working extremely close with traders and the business to produce a prototype trade capture system in order to validate requirements for replacing legacy spreadsheet based trading.

**Project:** Barclays Launchpad (WPF Dashboard)

- Defined **information architecture**, created digital assets, designed controls and worked with developers to **produce XAML** ready templates for integrating data services. **MS Blend/Sketchflow** as the tool of choice for its XAML and **dynamic data source** connectivity.

**Project:** Email Marketing Platform Configuration and Roll Out

- Sourced, integrated and rolled out the **ExactTarget email platform** across the business as well as designing standard email templates for **marketing funds** and sales communications. Focusing on the **consistency** and **accessibility** of e-marketing campaigns, researching and **enforcing email marketing best practice** was also key here.

**Project:** Factsheet Automation

- Designed new paper and **interactive PDF** based factsheet formats with **InDesign** for various structured products. Extensive working with **legal and compliance** to meet regulatory requirements and layout design to accommodate both **print** and **screen resolution**.

**Project:** iPad Fund Pricing Application

- Initial research conducted in house with a range of **innovative paper** and **interactive digital prototyping** techniques and then managed the external agency build though to delivery.

## HSBC > Senior UX Architect and Visual Designer

May – September 2010

### Overall Role Summary

Branding of a companywide web and desktop tool. Appointed as a lead in order to provide best practice expertise to team members and introduce new UX prototyping techniques.

**Project:** Group Planning Tool (Application Skinning & UX Visual Design)

- Created an **asset library** of **icons, buttons** and **interface elements** then referenced for appropriate usage in a **guideline document** for developers to consume.
- Prototype **HTML/CSS** interfaces were created with rich media **flash apertures** to simulate what would be **AJAX / real time** components in a live production environment. Previous experience of developing **transactional, information heavy** interfaces proved valuable here.
- **Annotated wireframes** (created with **Visio** and **Balsamiq**) were used to demonstrate the **user journey** and overall structure of the end application in initial workshops/ presentations. **Site structures, process flows** and a **functional specification** document were also drafted.
- Analysed complex data relationships, **hierarchical structures** and **content taxonomies** from the provided data attributes. This information was then **prioritised** to determine its position on screen. Commitment to **user-centred design** methods and best practices was key here.
- Existing **HSBC branding, colours, fonts**, practices and consistent styling cues used within other existing applications such as the company intranet, common desktop applications and SharePoint portals were incorporated to aid end user familiarity. Essentially building on the familiar **visual language** of existing HSBC apps.

### Overall Role Summary

Founder of the user experience team and responsible for all **web, desktop** and **mobile** application front ends as well as mentoring and growing UX function.

#### Project: Public Facing Website Design ([www.astonmartin.com](http://www.astonmartin.com)) and CMS integration

- Following a new **brand identity** and wider customer base for Aston Martin, the need for a bespoke **multi lingual content management system** and appropriate front end **template repository** was identified. (Design a fresh new look and feel for [astonmartin.com](http://www.astonmartin.com) based on the new **corporate identity** and brand guidelines with **content management** in mind.
- **Wireframes**, both basic (**Visio, Balsamiq**) and detailed (**Photoshop**) were extensively used to **interact** with users, business stakeholders to **further identify requirements** and ultimately determine **master templates** and **content apertures**
- The main challenge being implementing the new **corporate identity** and **branding** into a site/ CSS standard which would ultimately serve as the master benchmark for all Aston Martin's future internal as well as external **public facing web** experiences.
- Screens were prototyped and presented to the user in order to gain **feedback**, determine suitability and **visualise** how heavy information could be best presented while maintaining **readability** and **accessibility**. Essentially a **user centred design** approach was used wherever possible with user **interactive modelling** throughout.
- Transposed the branding into the new web platform and set the **Aston Martin web standard** (including re-usable **assets, icons** and **components**), created cross browser **compliant html e-newsletter templates** using this style/ scheme for a consistent user experience.
- Enforcing this standard and **mentoring other team members** was practiced as well as liaising with management, the **Brand Communications** department and presenting to the board in order approve/ sign off **concepts** for development.

#### Project: UX Design for 'Aston Martin Pre-Owned' (FLEX Desktop App)

- Led the design and delivery of Aston Martin's desktop based pre-owned vehicle locator. Techniques used were **storyboarding, uml use cases, mood boards, wireframes (Balsamiq and Visio)** and **Adobe fireworks** for high fidelity **visualisations**. Prototype **flash** widgets were used to simulate **component behaviours** where required.
- A key task was to identify and map out the **user journey** based on the existing system using **web analytic** tools such as **Webtrends**. **User personas** were also derived following facilitated **workshops** and surveys with key user group representatives and application stakeholders.
- Full fidelity **Fireworks** designs were exported to **MXML** and then handed over to **flex developers** to integrate and build out.

#### Other projects undertaken at Aston Martin during 7.5 years of consultancy included:

Project: Vehicle Configuration Dashboard - Rich FLEX/ AIR Desktop App

Project: Interface Standards Definition and Enforcement

Project: Aston Martin iPhone App Design & Prototyping

Project: eCare & Online Customer Experience Portal

Project: SharePoint Intranet Portal UX and Design

Project: Silverlight Dealer Locator (with Bing maps)

Responsibility: Front end technology research and training course administrator

Project: Web Reporting & Analysis (WebTrends & Google Analytics integration)

|   |                      |
|---|----------------------|
| <b>Royal Bank of Scotland &gt; Web Business Analyst</b>     | Sept 2002 – Dec 2002 |
| <b>Xerox &gt; Front End VB Systems Developer</b>            | May 2002 – Sept 2002 |
| <b>Alstom Power Conversion &gt; User Interface Designer</b> | Jun 2000 – Sept 2001 |
| <b>Specialist Computer Centres &gt; Web Developer</b>       | Jun 1999 – Sept 1999 |
| <b>Jaguar Land Rover &gt; User Interface Designer</b>       | Jul 1998 – Oct 1998  |

## Education & Qualifications

**Bsc Computing with Information Management & HCI**  
**The Nottingham Trent University**  
 Sept 1998 – May 2002

**A Level Computer Science, Business, Physics**  
**Wood Green Sixth Form**  
 Sept 1996 – Jul 1998

## Awards & Achievements

**The Duke of Edinburgh Award**

## Sports, Interests and Hobbies

Thai boxing, skiing, circuit training, long distance running, business mentoring groups, yoga, break dancing, NLP, property development, various volunteer work

## References

Both character and employer references available on request

## Personal Details

**Location:** Canary Wharf/ Midlands  
**Nationality:** On request  
**Tel Contact:** On request

**Gender:** Male  
**DOB:** On request  
**Email:** On request