

# SHARMA YELVERTON

## Senior User Experience Designer

Hi, my name is Sharma. I have a diverse background and have gained experience across a range of creative and technical disciplines. However, user centred design is at the heart of everything I do.

I consider myself to be a creative and passionate person. I'm an advocate for lean cross functional collaborative approaches and iterative design through continuous user driven learning.

I have 8+ years of experience working for both digital agencies and client side across a wide range of business sectors. I have also participated in pitch work and have run corporate training on user centered design methodologies.



### CONTACT

07737 075 880

hello@sharmayelverton.com

### PORTFOLIO

www.yelvertondesign.com/  
portfolio

## WORK HISTORY

Aug 2019 -  
Feb 2020

### Dentsu Aegis Network (contract) - Senior UX Designer

Dentsu is a large multinational media management group. I worked in their global technology team designing and developing a suite of media management tools to form a new digital ecosystem to be used across the group. This will enable them to work more efficiently, provide operational insight, reduce risk of contractual non-compliance and save millions in annual software licensing and maintenance fees. I worked across several agile teams: Client Management, Vendor Management and User Management which formed the Data Governance arm of the program. This was operated using SAFe (Scaled Agile Framework).

**ACTIVITIES:** User Research • Stakeholder Engagement • Cross Functional Collaboration • Lean & Agile • SAFe • User Testing • UX Design

Jan 2018 -  
Jan 2019

### Sainsburys (contract) - Senior UX Designer

I spent a year working at Sainsbury's on a large scale legacy transformation program. Their aim is to retire a number of mission critical legacy systems that underpin their supply chain. During this time I worked at program level supporting strategic decision making through service design process mapping and user research. I also worked on two workstreams designing new digital services for user permission management and product pricing management. We employed lean agile working practices with a high degree of engagement from users and stakeholders.

**ACTIVITIES:** Service Blueprinting • User Research • Business Process Change • Stakeholder Engagement • Cross Functional Collaboration • Lean • Agile • User Testing • UI Design

April 2017 -  
Jan 2018

### Other contracts

Other contracts include digital agency **TH\_NK** where I helped design an international website for global recruitment brand **Modis**, as part of their corporate rebrand. Also projects for **Arcade Beauty** and **BMI Group**. I worked with **Sage Publishing** where I helped them optimise the mobile experience of their academic Journals website through iterative design and user testing. I worked for digital agency **Bit Zesty** on a project for the **Queens Award for Enterprise** to redesign their administration tools for managing business applicants.

May 2015 -  
April 2017

## Realise - Senior UX Designer

Realise has given me the opportunity to take my career to a new level and assume a lead role in many regards. As well as working on a broad range of projects. I've been significantly involved in scoping, planning and overseeing their delivery. I've also had substantial involvement in growing and developing the team and winning new business.

**ACTIVITIES:** Project Planning & Costing • End to End UX Project Work • Project Lead Role • Pitch Work • Recruitment

Jul 2014 -  
Jan 2015

## Seren - Service Design Consultant

I worked on several projects across a large program for the Minister of Health & Labour, Saudi Arabia. The overall focus was on improving operational efficiency of the ministers private office and his support staff. The project involved extended trips to Saudi Arabia and presented numerous challenges due to language barriers and cultural differences.

**ACTIVITIES:** Ethnographic Research • Stakeholder Engagement • Service Blueprints • Job Role Definitions • Production of Policy & Procedure • Change Management • Design of Digital Tools

2011 -  
2014

UX Designer at **Entropii Digital** and **Freelance UX & Web Consultant**

Visit my *Linked In* profile for my full employment history: [linkedin.com/sharmayelverton](https://www.linkedin.com/in/sharmayelverton)

## CORE SKILLS

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- Information Architecture
- Journey Mapping
- User Research & Testing
- Stakeholder Engagement
- Persona Development
- Front End Development
- Visual Design
- Wireframing & Prototyping
- Agile & Lean UX

## KEY CLIENTS

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- Lloyds
- TSB
- AXA
- Investec
- Fiduciary Trust
- National Grid
- BBC
- Sainsburys
- Queen's Awards for Enterprise
- The Ministry of Health - Saudi Arabia

## EDUCATION

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Goldsmiths College

BMUS - Bachelor's in music (2008)

Strode College

A Levels: Art, French, Music, Music Tech

AS Levels: Chemistry, Physics

National Award: Performing Arts

## CONTACT

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