MIKE BROWN

DESIGN LEADERSHIP / HEAD OF DESIGN

📞 +44 (0) 7415 869599
✉ mike.a.brown@gmail.com
🖥 www.mikeabrown.com
in www.linkedin.com/in/mikeabrown1

An influential design and research leader, and champion of User-Centred Design and empowered product teams, with many years of experience leading organisations at top brands such as Reed.co.uk, Discovery/Eurosport, BT/EE, and Sky. I am passionate about solving complex problems for businesses. My teams drive innovation towards the very best outcomes in UX, user research and testing, product design, design strategy, design systems, and building collaborative relationships across the business.

- **Design Leadership** - I've built and led distributed teams of 30+ Designers and Researchers with a strong record of improving user and business outcomes, and delivering best-in-class solutions.
- **Strategy** - I deliver impactful Design Strategies, up to board level, as part of wider business objectives.
- **User Centred Design** - My teams use lean methods, quickly working from early concepts through UX/UI designs and prototypes to accessible, inclusive delivery. Always researching, iterating and improving.
- **UX Research & Discovery** - I champion qualitative and quantitative research, competitor understanding & data analysis as the basis of all my teams' work. Expertise leading UX Discovery, Testing, Workshops.
- **Development & Coaching** - Passionate about driving team improvement, within supportive frameworks.

Work

Reed.co.uk   Apr 2021 – Current

Head of Design

Built and developed cross-functional organisation of product designers and UX researchers, driven by data, insights and research, across all B2B, B2C and Search product teams for leading UK job and careers site.

- Increased user research activity by 1300% year on year, ensuring all work is informed by research and data.
- Drove increases in conversion of up to 35%, via user-outcome-driven changes to key customer journeys.
- Delivered up to 60% in efficiency gains, and increased user and business outcomes, by embedding all product designers within agile product teams, and in-house designer within Marketing organisation.
- Collaborated closely with Product, Engineering and other senior leaders to deliver bespoke PDLC process
- Built integrated Design System across the entire Reed Estate for both web and app.
- Delivered Product Design Strategy, aligned to company strategy, approved by Reed Board, for key investment in people, tools, and resources to enable transformation to best-in-class product design and user research.

Discovery / Eurosport   Sep 2019 – Feb 2021

Design Director

Built and led a cross-functional, global team of product designers, UX designers and voice designers, owning the experience and delivering all design for Eurosport and Discovery+ global websites, apps, & connected TV apps.

- Redesigned Eurosport Player and Eurosport News websites and apps into one, new consistent platform. This delivered increased subscriptions to the premium DTC service, and more than 20% uplift on key journeys.
- Launched transformational Discovery Plus service in both U.S.and European markets, as leader in global team
- Greatly increased user research activity, with constant advocacy and measured impact.
- Achieved large efficiency gains by implementing lean, agile processes, and Eurosport Design System.
- Helped shape the new Eurosport brand, owning full digital implementation of the 2020 re-brand.

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Work - continued

BT / EE   Feb 2017 – Sep 2019

Head Of User Experience

Built and led a cross-functional team of 30+ UX designers and user researchers, owning and delivering all user experiences across BT Consumer websites, apps, and internal developer and agent-facing systems and SaaS.

- Built and developed team from initial 3 up to 30+ multi-level, design and research organisation.
- Delivered increases in conversion via major transformations: BT TV and BT Sport, BT and EE Consumer Product, BT Customer Help.
- Major improvements in usability and efficiency delivered to complex, internal dash-boards and systems, via dedicated user experience designers and teams.
- Drove adoption of Agile and Lean UX processes, within pilot projects and across wider UX team
- Set and implemented UX strategy for BT Digital, championing User-Centred Design and Design Thinking
- Led creation of BT / EE Digital Online Guidelines

BT / EE   Aug 2016 – Feb 2017

Senior UX Designer

Led UX Design products and transformations for BT responsive websites and apps, including redesign of entire navigation (Global, Universal and Local) across BT.com.

Sky   Feb 2015 – July 2016

UX Designer

Delivered UX Solutions for Sky Store and Sky Go across all touchpoints: responsive websites, mobile apps, tablet apps & TV (Roku, YouView, Set-top box).

Westpac Group (Australia)   Sep 2014 – Dec 2014

Design Lead

Created digital style-guides, re-designed all visual assets for new responsive sites for 3 Australian banks.

ACN Pacific (Australia)   Feb 2011 – Aug 2014

Design and Content Manager

Managed in-house, cross-functional design studio, leading all UX and UI Design improvements, owning and delivering all design for multiple ACN web-sites and Apps.

Agencies and Companies - Various (Australia + United Kingdom)   2002 – 2011

Freelance Designer / Studio Production Manager

Worked as a contract visual designer and studio production manager for leading agencies and companies.

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Education

General Assembly   2013 – 2014

UXD: User Experience Design

4 month intensive, part-time course covering all elements of UX Design

University of New South Wales   1997 – 2001

Media & Communications

Bachelor of Arts (Honours)

Key Skills

- Design Leadership
- Product Design
- Design Systems
- UX Writing

- Strategy
- User Research
- Agile
- MIRO

- Team Management
- Design Thinking
- Design Evangelism
- Figma

- Team Building / Recruitment
- User Centred Design
- Relationship Management
- Adobe Creative Suite

Public Speaking and Awards

UXDX EMEA 2022 Conference and 2023 Conference (invited), Dublin

Keynote Speaker, Panelist

UX LIVE Conference 2021 and 2023 (invited), London

Keynote Speaker

UX Roundabout Meetup, 2019

Keynote Speaker, Organiser and Host

UX & UI Innovation Summit, 2017

Keynote Speaker

Employee of the Quarter, 2017

BT Digital Consumer