

I'm a senior user experience consultant with research, design and technical expertise.

13 years experience, from start-up companies to large brands such as Capgemini, Williams F1, Blue Square, vzaar, BBC, Sky, Hawkshead TV and Endemol to name a few. Very hands on and able to lead teams conceiving UX, design and tech as part of the solution, the only way to achieve the best user experience.

Experience architecting, leading teams and designing digital products from inception to launch.

I take notes and sketch on my Moleskine, wireframe in Axure, design in Photoshop, usability test in OptimalWorkshop, and use Coda to code websites using the latest frameworks and CSS3 tricks. I video edit in Premiere and like to encode using Handbrake for my iOS devices.

My specialties are: Art Direction, UI and UX design, hand coded HTML/CSS including responsive design, video, stakeholder management and team leadership.

MR

Mauricio Rocha

Senior User Experience Consultant

Research – Design – Technical Expertise

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Experience

Senior User Experience Consultant – Capgemini Digital UK

April 2013 to now - London

Capgemini digital delivery unit. Client facing role working with large organisations assessing and delivering digital on all platforms. Currently assigned to the innovation team researching and delivering ground-breaking products.

Senior User Experience Consultant (contract) – SapientNitro

March 2013 to April 2013 - London

Worked on the BT account for the biggest digital agency in the UK. Exceed client expectations, pushing the initial brief forward and winning the client over with essentially a change in direction, driving the team to deliver on the new concept.

Senior User Experience Consultant (contract) – DP2

January 2013 to February 2013 - London

Responsible for the UX, design, art direction and code for this video production house site. Cross device support, fully responsive design for web, tablet and mobile, including the videos.

Senior User Experience Consultant (contract) – VIC

September 2012 to December 2012 - London

Responsible for the full UX cycle (research, affinity diagrams, personas, user flows, prototype) as well as the design work for the business proposition for a new breakthrough application.

Working closely with the company founders to realise the vision for the app and its related services. Managing and liaising with developers and stakeholders.

VP, Design and Creative - vzaar Ltd

March 2011 to August 2012 - London

I continued to lead vzaar's all things digital, successfully launching a totally new version of the site as well as an iPhone app, further consolidating the platform. User base continued to grow, with widespread praise for the UX and UI work from customers and board members. Analytics, A/B testing and customer support provided input for the ever-evolving UI and product features after expert UX work. vzaar's user interface and execution was widely seen as one of the main selling points of the business, making the product very accessible and fun.

Head of Design - vzaar Ltd

January 2008 to March 2011 - London

Responsible for the branding and creating the site experience from the ground up for this new start up – YouTube for business type of company. I went on to direct the design and liaise/manage developers to achieve vzaar's new digital presence. Successfully managed stakeholders, presented ideas to the board and saw dramatic user base growth, picking up a design award from eBay in the process.

Software Engineer (contract) – Yell.com

September 2007 to December 2007 - Reading

Worked on Yell's user experience & design team to launch the new homepage and search results pages. The project was key to the company survival in light of its refusal to grant access to its local knowledge database to Microsoft.

Senior IA/Designer (contract) - First Choice Holidays

August 2007 - September 2007 - Crawley

Successfully improved the flight booking system interface for one of the biggest all-inclusive UK holiday operators, First Choice Holidays.

Streaming Video Consultant (contract) - Dare Digital

May 2007 - July 2007 - London

Dare, twice digital agency of the year, had an ambitious project involving user-generated video. Sony was the client. I worked on the feasibility study for the project, looking at video file formats, frame sizes, frame rates, bit rates, streaming solutions and costs.

Art Director / IA (contract) - Endemol UK

July 2006 - July 2007 - London

Worked for Endemol Studios in London, crafting experiences for a wide range of high profile companies such as Williams F1, Hawkshead TV, BBC, Inside Justice Week (Government), Centrebet and Yahoo.

Head of Creative - Blue Square Ltd

July 2000 - July 2006 - London

First information architect and designer for one of the first betting sites in the UK, successfully launching several websites (Blue Square, Rank, Hard Rock Casino, Mecca Bingo), Interactive TV (Sky's Open platform), WAP (mobile) and touch screen kiosks. Hired and grew the design department, managing it for 5 years – when the company was acquired by Rank PLC after seeing exponential growth with over 60 employees (from 5) and a sizable market share.

About me

I came to the UK 20 years ago, having mastered the language, gained a degree and then worked as a senior UX/UI designer for 13 years – both on my own and leading teams. I have worked with developers, designers, marketers, copywriters as well as directors and board members. Some of these I have hired and managed myself. I'm driven, focused and resilient but also playful and easy to work with. I follow many blogs and that's how I stay in tune with the latest and greatest. I occasionally attend workshops and conferences to rub shoulders with the best minds in the industry.

I recently delivered a speech at the O2 for the Campus party event, described as the Glastonbury for Geeks by the Mayor of London, Boris Johnson.

I play a bit of drums, piano and help my kids's school raise money by running the PTA website on WordPress and I also DJing for the school disco. Recently I started using Garage Band to put some tracks together. I like a bit of hardware as a hobby, having built many PCs in the past. I've been using a Mac for a few years now so I've bought a Raspberry PI board to play with - it is in my drawer waiting for a cool case. You don't get to play with Mac hardware too much.

Education

SouthBank University, London - BSc 1995 to 1999

Bachelor of Science, Business Information Technology

Awards

Role Model, 2013 - Capgemini Digital UK

Team player, 2013 - Capgemini Digital UK

eBay Developer Award 2008 - Best Design, Runner up - vzaar.com

Site of the Month 2003 - Internet Magazine – bluesq.com

Referrals

I'm happy to provide written referrals on request. You may also read my LinkedIn profile recommendations on my profile: uk.linkedin.com/in/mauricio100