

# BEN COULSON

## UX Manager

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<https://www.linkedin.com/in/ben-coulson-58a15753/>

Bristol

<https://www.ben-coulson-portfolio.co.uk/>

## EXPERIENCE

### UX Manager

#### OnePlusOne

05/2022 - Present Bristol/Remote

<https://www.oneplusone.org.uk/>

- As the UX Manager, I am responsible for the management and mentorship of the UX support role. As well as that my main responsibilities include enhancement and upkeep of OnePlusOne's online products, along with the development and launch of new offerings, focusing on user experience and accessibility. My strategic approach and strong communication skills have enabled my responsibilities and achievements to grow significantly since joining OPO. This includes:
- Leading the UX and product management** for the successful development and launch of OnePlusOne's Separating Better app. I worked closely with senior management and key stakeholders during the discovery phase, facilitating workshops to gather requirements and to develop user personas, user journeys, and the product roadmap. I also authored the technical brief and managed the procurement of the development agency. Throughout the development phase, I served as the primary point of contact between senior stakeholders and the development agency, creating wireframes and contributing to the design process to ensure a consistently user-centric approach.
- Improving UX maturity** across OPO's departments to boost user-centric product and website experiences. I led on the development of the UX strategy, working closely with senior stakeholders to align with the businesses vision and goals to achieve buy-in. As part of improving UX maturity I ran multiple rounds of workshops and discovery sessions with colleagues to understand and streamline internal processes and enhance team efficiency.
- I have developed and implemented detailed product strategy**, documentation, and roadmaps to guide the development and market launch of our latest product Relational Leaders. This required conducting market research, identifying user needs, and aligning product features with business goals to ensure successful product introduction and sustained growth.

## SUMMARY

Accomplished UX leader with extensive experience in driving user-centric design, managing digital product development, and leading cross-functional teams. Demonstrates a strong ability to deliver innovative solutions that enhance user experience and align with business goals. Adept at leveraging research and analytics to inform design decisions, with a proven track record of improving user engagement and satisfaction. Seeking a role as a Product Manager to apply my strategic vision and leadership skills to drive product excellence.

## PROFESSIONAL QUALIFICATIONS

UX Nanodegree - Udacity

Product Roadmapping Micro-Certification - Product School

Product Strategy Micro-Certification - Product School

Product launches Micro-Certification - Product School

## SKILLS

### UX

A/B Testing CX Journey Mapping

Digital Strategy Market Analysis

Miro UX Audits

User Acceptance Testing

User Journeys User Personas

UX Research User Stories

Usability Studies User Testing

## EXPERIENCE

### Webmaster

#### SunLife

📅 08/2021 - 04/2022 📍 Bristol

🔗 <https://www.sunlife.co.uk/>

- As the UX and Frontend Lead for the customer login area, I ensured a seamless and intuitive user experience. I led the creation and implementation of comprehensive tests to enhance user experience throughout the site and collaborated closely with the development agency in agile sprints, taking on a leadership role in frontend tasks. I worked continuously to streamline the code base, enhance site performance, and improve accessibility. Additionally, I maintained leadership in technical SEO strategies to optimise site visibility and ranking.
- **Conversion Optimisation:** Achieved a 12% increase in CTR and a 7% improvement in conversion through targeted UX improvements and A/B testing.
- **Innovative Design:** Designed and implemented a mega menu, leading to a 16% increase in conversions.
- **Performance Enhancement:** Collaborated on a new code base to reduce redundancy and enhance page performance, achieving an average load time of 3.47 seconds.
- **SEO & AMP Development:** Led the creation and maintenance of AMP pages, significantly improving page speed and search rankings.

### Digital Delivery Executive and Frontend lead

#### SunLife

📅 05/2020 - 08/2021 📍 Bristol

🔗 <https://www.sunlife.co.uk/>

- I collaborated closely with our development agency in agile sprints, leading select frontend tasks. I streamlined our code base to enhance site performance and speed. Additionally, I led initiatives to improve site accessibility, aiming to achieve at least WCAG level AA compliance.
- **UX & Frontend Development:** Led the design and frontend development of the new quote and apply journey, significantly improving accessibility and performance metrics.
- **Site Migration:** Co-managed the seamless migration of the site with minimal downtime and no data loss.
- **Technical SEO:** Implemented schema markup, achieving rich snippets and improved search result rankings.
- **AMP Pages:** Developed AMP pages for key products, resulting in improved page speed and conversion rates.

## SKILLS

### Insights

Data studio Firebase

Google Analytics Google Tag Manager

Hotjar Performance Analysis

UXCam

### Product

Agile Development

Agile Methodologies Atlassian

Business Strategy Confluence Jira

Kanban Product Management

Product Roadmaps Product Strategy

Project Management Tools Scrum

Sprint planning

Stakeholder Engagement

Stakeholder Management

Strategic Planning

### Technical

Bootstrap CMS CSS Git

Github Html5 Javascript

JQuery Npm Python

### Marketing

Paid media PPC SEO

Technical SEO

## EXPERIENCE

### Digital Delivery Executive

#### SunLife

📅 04/2015 - 05/2020 📍 Bristol

- I was part of the team developing SunLife's SEO strategy, serving as the technical lead to improve site metadata, implement Schema.org, and enhance the source structure. I contributed to the comprehensive redesign of the site, focusing on UX, accessibility, SEO, and performance, starting with the core product pages and the homepage. I co-led the second site redesign and the upkeep of our living style guide, which required proficiency in Git, GitHub, and npm. I collaborated closely with the performance team to analyse customer interaction data, identify testing opportunities, and improve the customer experience. Additionally, I worked with the marketing team to enhance the website, achieve team objectives, and meet sales targets. I also provided digital support to various product teams and was the single business lead for the domain migration from sunlifedirect.co.uk to sunlife.co.uk. My technical skills include Bootstrap, HTML5, CSS3, SASS, and practical knowledge of JavaScript and jQuery, along with competence in Photoshop and Illustrator. I led the creation of landing pages for social, PPC, and offline activities, managed Google Tag Manager, supported social media channels, and handled online brand governance.
- **SEO Strategy Development:** Part of the team developing and implementing SEO strategies, including metadata improvements and schema.org markup.
- **Site Redesign:** Led the redesign of the site, enhancing UX, accessibility, SEO, and performance.
- **Living Style Guide:** Managed the upkeep and development of the living style guide, using Git, GitHub, and npm.
- **Data Analysis:** Analysed customer interaction data to identify insights and testing opportunities.

### Web Executive

#### Axa uk

📅 08/2013 - 03/2015 📍 Bristol/London

🌐 <https://www.axa.co.uk>

- **Online Brand Governance:** Managed content and governance for AXA's digital properties, ensuring compliance with SEO and brand standards.
- **Responsive Design Implementation:** Led the transition to a responsive site for mobile and tablet, enhancing user experience.

### Data Entry and Administrative Assistant

#### ByBox

📅 07/2012 - 07/2013 📍 Coventry

## EDUCATION

### AI Product Management

#### Coursera and Duke University

📅 05/2024 - Present 📍 Online

- The intricacies of machine learning
- The challenges of modeling and strategies to overcome them
- Identifying the primary algorithms used for common ML tasks and their use cases
- Deep learning and its strengths and challenges relative to other forms of machine learning
- How to implement best practices in evaluating and interpreting ML models

## SKILLS

### Design

Adobe Photoshop

Adobe XD

Digital Design

Figma

Interface Design

UI Design

Website Design

Wireframes/Wireframing

## STRENGTHS



Collaboration



Communication



People management



Problem solving

## KEY ACHIEVEMENTS



Delivering Separating better app

Taking this project from ideation to delivery and it being the first app I had worked on meant a great deal. The timeline and budget were tight which meant planning was paramount to the success of the project.

## FIND ME ONLINE



LinkedIn

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Portfolio

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## PASSIONS



Attending the gym



Brazilian ju-jitsu



Brewing beer



Climbing

## EDUCATION

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BSc. (Hons) Psychology and Forensic Science

University of the West of England

📅 06/2012 - 06/2012 📍 Bristol

- ICT module as part of degree
- Developed report writing, research, data analysis and analytical skills
- Modules in cognitive behaviour and how we process information

## PASSIONS

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💎 Family

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💎 Music

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💎 Reading

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💎 Rugby

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💎 Skiing/snow boarding

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💎 Traveling