John Waterworth MSc CEng MBCS
User centred research and design

john@usableinsights.co.uk | 07747 778011

Usable Insights, 7 Warren Road, Orpington BR6 6JF

Profile

A user centred researcher and designer with proven skills in product management, design research, concept design, information architecture and usability evaluation.

Adept at gathering clear research findings that teams can understand and action. Able to help teams use research findings to create innovative concepts for new products and services.

A confident and creative professional with excellent personal and written communication skills and solid technical knowledge. An effective leader with a calm style. Able to apply and combine user centred design with agile and lean practices. Can work with people at all levels within an organization; with business, creative and technical people, and with prospects, customers and partners.

An experienced mentor and teacher. Able to design and present training activities in a variety of formats, and from beginner to advanced levels.

An active member of the UX community in the UK. A regular attendee and speaker at Interaction Design Association, User Experience Professionals Association, British Computer Society and other events.

Career history

User centred research and design

Government Digital Service, 2016-
Head of User Research for the Government Digital Service. Leading over 50 user researchers at GDS, and the user researcher community across government.

Government Digital Service, 2013-2016
Led user research on the Register to vote and Passports Transformation projects, and on the Digital Justice discovery for the Enabling Strategy programme.

Helped build and then led the user research community across government. Working with individual researchers, and with government departments and agencies to help them adopt, apply and share best practice for user research.

Designed and delivered basic training days in user research for people working on government services. Commissioned the User Research Fundamentals training course with Civil Service Learning.

Flow Interactive and Foolproof, 2010-2013
Experience strategy, experience design, user research and usability testing for clients such as BBC, BUPA, HSBC, Google, Investec, Rank Interactive, Shell, Sky, Tesco and TfL.

City University, London, 2008-2009
MSc with Distinction in Human-Centred Systems, Centre for Human Computer Interaction Design.

Software product leadership

IVIS Group, 2008
Led the development of IVIS Sonetto. Applications based on Sonetto's semantic storage, search and rules engines managed product and pricing information for Tesco.com and Tesco Direct.

Eqos (now part of Trace One), 1999-2007
Managed the Eqos Collaborator product family, initially as product manager and later as head of product development. Leading retailers used Eqos solutions to collaborate with suppliers in over 50 countries.

SELECT Software Tools (now Select Business Solutions), 1997-1999
Product manager for a range of software tools supporting object-oriented and structured development.

LBMS (now part of CA Technologies), 1992-1996
Lead product manager for Systems Engineer, a family of software tools supporting process and data modelling, and database and application design. Produced 5 major releases achieving yearly revenues over $15 million.

Software design and development

Ford Motor Company, Aregon International and LBMS, 1982-1991
Designed and developed business process and data modelling tools, communication systems, and financial information, manufacturing and human resources applications.

Imperial College, London, 1980-1983
BSc (Eng) Hons in Computing Science