

Felicity Evans

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 [@webfliccy](#)

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 wonderweb.com.au

Websites

- 2011 Hill & Knowlton
in development
- British Library homepage
bl.uk
- Sense UK
in development
- Smokefree
smokefree.nhs.uk
- 2010 EventIMPACTS
eventimpacts.com
- Wellcome Collection
wellcomecollection.org
- Walk for Life
<http://www.walk4life.info>
- European Medicines Agency
ema.europa.eu
- Parkinsons
parkinsons.org.uk
- 2009 Sport England
sportengland.org
- General Medical Council
gmc-uk.org
- 2008 Skoda
skoda.co.uk
- 2GB 873
2GB.com

User Experience Consultant

Strategist • Developer • Communicator

Technical Proficiency

HTML, XHTML, HTML5, CSS, jQuery, PHP

User Experience Proficiency

Interaction design, User journeys, Personas, Accessibility standards, Wireframes, Prototypes, Site-maps

Experience

November 2010 – May 2011, User Experience Consultant

[Reading Room](#)

Reading Room is a leading web design & digital marketing agency based in London, Manchester and Australia.

Website UI, content strategy, interaction design, accessibility and stakeholder workshops.

October 2008– November 2010, Interface Developer

Dealing with a complex and changing development landscape, different user technologies, addressing complex accessibility and usability requirements, integrating with server-side systems, optimising, and acting as an important bridge between other internal roles.

March 2008– August 2008, User Experience Developer

[NSW Department of Education & Training](#)

Provision and management of user interface for NSW School's Website Service culminating in promotion to team-leader.

June 2007-March 2008, Web Producer

[Macquarie Radio Network](#)

Macquarie Radio Network is home to the number one rating talk station, 2GB 873, and easy listening 2CH 1170.

Producing all online communication for MRN's websites including handling design and delivery of competitions and events.


June 2004-January 2007, Communications Manager

[Timber Development Association \(NSW\)](#)

The TDA is an industry funded association representing all segments of the timber industry, from manufacture to supply.

Managing all forms of online communication, including 3 separate websites, email campaigns and the national Australian Timber Design Awards. My work involved design, writing and technical implementation across these channels.

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References

Polly Willson, Director at Reading Room

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Faruk Avdi, Manager at Department of Education & Training

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Education

2002 – 2006 , Bachelor of (Science) Architecture

University of New South Wales

Majored in Architectural Computing

2004 – 2005, Masters of Design and Digital Media

The University of Edinburgh

Studied as part of an exchange programme

Selected Project Accomplishments

2011, Facilitate stakeholder and end-user workshops and create strategic proposal for rebuilding UK Charity website

Before commissioning a new website UK Charity Sense (for deafblind people) needed to better understand their business objectives and end-user needs.

Reading Room conducted a series of workshops and one-on-one interviews to review requirements and allocate budget.

Challenges

- Balancing different (and often conflicting) needs across the organisation
- Running sessions with end-users who had a series of special needs and requirements
- Prioritising amongst a number of worthy objectives to create a plan that was achievable within timeframe and budget

2008, Provision and management of user interface for new School's Website Service

The Schools Website Service provides all government schools in NSW with the ability to easily create and maintain their own websites, allowing various types of centrally maintained content as well as locally produced materials.

Challenges

- Complete design and rebuild of authoring and site management interfaces with strong focus on user experience
- Managing code delivery and project time-lines
- Implementing version-control of source code
- Translating visual designs into working semantic HTML and CSS

Publications

[Email Is \(Still\) Important And Here Is Why](#)

July 25 2011, Smashing Magazine

[Falling for HTML5: Finding Love in the Little Things](#)

January 21 2011, Smashing Magazine

[When a thousand words is worth a picture](#)

October 26 2010, Smashing Magazine

[Getting to Grips with Content](#)

August 25 2010, UX Booth

[Ocado: Delivering on User Experience](#)

August 31 2010, UX Booth