

# Edward Suvanaphen

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Portfolio: <http://edward.suvanaphen.com/>

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**Lead UX Designer** with a PhD in web visualization and 8 years experience supporting clients' user experience needs, whether it's designing wireframes, prototypes, personas or user testing. Previous clients include Universal Music, UK Dept. Of Education, City Index, University of Kent and Red Bull F1.

## Key skills

- **Design:** User experience design, multi-channel design (mobile, tablet, social media, digital whiteboard), social media integration (Facebook, YouTube applications).
  - **Specification:** Requirements workshops, user journeys, wireframes (Axure, Omnigraffle, Balsamiq), prototyping, personas, stakeholder interviewing, specification writing.
  - **Testing:** Guerilla user testing, heuristic evaluation, empirical evaluation and statistical analysis.
  - **Management:** Prince2 (studying), Scrum / agile project management, leading brainstorming sessions.
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## Education

### PhD, Computer Science

September 2002 – October 2006

University of Kent

Research: Web visualisation, user interface design, search result visualisation

Thesis: "Visualising Evolving Searches"

### BSc, Computer Science & Business Admin

September 1999 – July 2002

University of Kent

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## Experience

### Lead UX Designer

August 2013 - Present

Voyanta Ltd.

I was hired to redesign Voyanta, a cloud-based software platform used by commercial real estate professionals to capture, validate, and analyse commercial real estate information.

#### Responsibilities include:

- Designing UX deliverables (e.g. wireframes, mockups, prototypes) for the main Voyanta software using Photoshop, Omnigraffle and Axure.
  - Conducting in-house guerrilla usability testing in order to aid the redesign of system features.
  - Developing personas of key customer groups for use in enhancing the current user experience as well aiding in new product development.
  - Writing product specifications and collaborating with the product team on the design and usability of new products.
  - Rebranding Voyanta, including the development of a new logo and style guide to be used across all interfaces and materials, both print and online.
  - Leading the redesign of the marketing website. This included managing contractors, the design / marketing team, testing team and helping with the CSS & Coding.
  - Leading the marketing team in developing collateral for events (e.g. brochures, USB drives) as well as advertising (magazine and online advertising).
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Experience **Head of UX and Design** September 2006 - August 2013

Tauri-Tec Ltd.

Co-owner of Tauri-Tec Ltd. an I.T. consultancy specialising in custom web development, social media applications (Facebook, YouTube), mobile applications, databases, e-commerce and off-the-shelf CMS.

**Responsibilities** included:

- Designing UX deliverables (wireframes, mock-ups, prototypes)
- Conducting usability research, testing and consulting.
- Identifying requirements and writing project specifications.
- Project management, project scheduling and leading team meetings.
- New product development and organising brainstorming sessions.

**Notable projects** include:

- **Universal Music:** Lawson and Imagine Dragons Facebook Applications.
- **City Index:** City Index's Trading Academy (YouTube Application)
- **Dept. of Education/SQW:** SEND Pathfinder web-based monitoring tool.
- **University of Kent:** Graduate school's course management and PDP system.
- **Red Bull F1 Spy:** Red Bull Racing Spy (iPhone and iPad application).

**Creative Director** October 2009 – March 2011

Odense Ltd.

Involved in starting the first penny auction website in both Hong Kong and Singapore. After the first year of operation there were 12,500 registered users and revenues of £355,000 (£44,000 gross profit from auctions).

**Web Skills** Python (Pylons, Pyramid), PHP, HTML5, CSS, MySQL, PostgreSQL, JavaScript (jQuery), SEO, WordPress, Expression Engine, Shopify, VRML, Google Analytics.

**Design Skills** Axure, Omnigraffle, Balsamiq, Adobe Photoshop / Illustrator / Flash / InDesign, Qlikview

**Other Skills** Prince2 Foundation (Studying), SVN, Git, JIRA, Confluence, Trac, Fat-free CRM, Open ERP, SPSS, Java Swing, Servlets, Java 3D, Google Web service, VRML, Camtasia

**Selected Publications**

- Visualizing Evolving searches with EvoBerry
- Textual Difference Visualization of Multiple Search Results utilizing Detail in Context
- Explicit verses Implicit: An Analysis of a Multiple Search Result Visualization.
- Visual bracketing for web search result visualization.

**Languages** English (native), Thai (Fluent), German (studying at Westminster University)

**Talks** Information Visualisation 2004 & 2005, Eurographics UK, University of Middlesex -2013, Kent Innovation Centre - 2012.

**Interests** Video games (PC, Mobile, Tablet), board games, sketching, watercolor & oil painting.