Byju Sukumaran

Design strategy, customer experience and product design

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I have well over 25 years experience, collaborating with stakeholders, product managers, developers, designers and customers developing successful products and services. I have a background in fine art, interaction design and concept development. I have mentored designers, given presentations at AIGA, set up and conducted usability tests, commissioned research projects, developed design systems and even led a BBC R&D project that helped introduce QR codes into the UK.

At Aventri, I promoted design thinking, prototyping, user testing and motivational research to identify opportunities to focus on the value that would make a difference. I organised a network of designers helping foster a design culture, develop a style guide, design system and conduct peer reviews.

I also introduced design sprints and delivered projects such as Express Events (registration, email campaign, branding, content management, virtual and reporting) within 2.5 months from concept to delivery. I also led the design of the new virtual product utilising AWS Chime using stakeholder workshops, scamps to rapid prototyping leading two other designers helping the product team to go live within 3 months, with a high take up rate.

Aventri
Nov 2017 - present

Senior Manager, User Experience (staff)

SAAS event management, concept development and implementation of Virtual events, express events, design system, design sprints, usability tests and team mentoring

- Continuing to build the design practice across teams in the UK, Belgium, India, Canada and US.
- Managed 3 designers, sourced and managed contractors
- Design strategy, facilitate co-create workshops, concept development, usability testing and design system development.

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Jul 2017 - Nov 2017

Senior User Experience Consultant (contract)

SAAS event management, introducing design thinking and lean UX methodologies

- Introduced value driven concept development with customer validation.
- Designed and successfully conducted a Design Sprint remotely across US, Switzerland, UK

Virgin Holidays
Nov 2016 - Jul 2017

Lead User Experience Consultant (contract)

Holiday app, concept development and post booking holiday extras and payments

- Improved customer validation into the rapid sprint process across multiple teams.
- Introduced prototyping as a means to develop concepts.
- Harnessed cross business utilities for quicker customer feedback.
- Developed a multi-channel customer journey map to aid concept development.

Reed Exhibitions

Jun 2012 - Nov 2016

Lead User Experience Consultant (contract, then staff)

Events planning software working closely with event planners, exhibitors and attendees

- Led the UX strategy across the global business.
- Introduced a hypothesis driven approach to the product and development teams.
- Instigated and developed the first global research project for Reed Exhibitions, on commonalities and differences of our visitors.
- Co-designed and conducted a design sprint in the Paris office for MIPTV
- Shaped the Voice of the Customer programme, nurturing a panel of b2b customers for frequent and timely feedback within a rapid agile process.
- Introduced rapid high-fidelity prototypes using Axure with remote usability testing.
- Developed a successful "setup wizard" reducing event website setup from a 3-4-week process to a couple of hours.

BBC Sport

2009 - 2012

Lead User Experience Consultant (contract)

Vancouver Winter Olympics, World Cup and BBC Sport redesign

- Developed the sports homepage, Live Reporting pages, Story Pages and Live Scores.
- Developed the live experience for the World Cup (8 million users during the England match)
- Liaised with an external data supplier (Delta Tre) for BBC's Vancouver Winter Olympics, experimenting with metadata driven content authoring as a precursor for the London 2012 Olympics.

BBC R&D

2008 - 2009

Lead User Experience Consultant (contract)

Research and concept development working on a joint project with BT Research, Microsoft Research

- Concept development investigating how narrative can be used to stimulate and sustain user participation across mobile, web and iPTV over time.
- Hired and worked with a theatre group to develop the narrative structure and develop the game play
- Recruited and ran a week-long study with 20 participants and analysed the concept

Freelance

2006 - 2008

Lead User Experience Consultant (multiple contracts)

Clients: inIVA, Research Studios, BBC Corporate, The Property Group, Odanadi, Stephen Einhorn Ltd

- Neville Brody's Research Studios - pitch (successful), for BBC's Global Visual Language
- The Property Group insight reporting tool for estate agent
- Odanadi, ran workshops to develop the content management system, information architecture and visual design.
- Stephen Einhorn Ltd, developed a usability testing programme, brand, online and shop experience for a jewelry store.

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BBC Future Media & Technology

1997 - 2006

Senior User Experience Designer (contractor then staff)

Creative lead on numerous projects and managed 7 designers in a matrix structure. Some key projects include…

- **2005: BBC Homepage - Design Lead**
  - Headed a team of 4 designers
  - Translated the objectives to usability improvements and structural changes.
  - Streamlined the IA in terms of usage and perception
- **2005: BBC Collect - User Experience Design Lead (trail at London Zoo)**
  - Multi-platform service delivering AV content from the BBC Archives to mobiles and PCs using barcodes.
  - Led Participatory design workshops,
  - Developed storyboards, competitor analysis, desk research on emergent behaviours
- **2003: BBC One and BBC Two portals - User Experience Design Lead**
  - Headed a team of 4 designers
  - Created an automated magazine based portal for the channels using metadata and feeds.
  - Liaised with the channel brand managers to develop the portals.
- **2001: BBC What's On Events Listings - User Experience Design Lead**
  - Lead designer converting commissioned ethnographic research into a web based service
  - Validated concepts with focus groups and usability testing

Telstar & CTV

1997

Interaction Designer (contract)

Part of the production team creating pitches and developing flash interactive content.

- Silk Cut Racing
- Concept development on interactive shopping app

Banshee Multimedia

1997

Interaction Designer (staff)

Produced Shockwave games for educational content, designed and coded websites.

- Online jewellery ecommerce website
- Shockwave games

Non-Aligned Productions & Red Star Media

1991-1996

Assistant Art Director (contract)

Worked on numerous productions. Key projects include….

- Welcome to the Terrordome (film), Fine Young Cannibals (pop promo), Catatonia (pop promo), Bluetones (pop promo), Ruthless Rap Assassins (pop promo)

Exhibitions, Awards & Talks

- **2005: Talk at the AIGA, Design Council**
  - BBC Homepage – a short history of innovation
- **1998: Mongrel Natural Selection (web) Artist "Aryan Nation" and "British but…"**
  - As part of the natural Selection online project by Mongrel, I constructed a piece to explore the assumptions of "Britishness" through origins of words and concepts.
- **1998: inIVA:X-SPACE (web) Artist "ReBirth"**
  - Working with sound artist Trevor Mathison I created an online animation as part of the "Dialogues across the Black Atlantic" series, linked to the exhibition "Rhapsodies in Black" at the Hayward Gallery.
- **1990: Graduate 90, Young Contemporaries (Lauderdale House, London) Artist**
  - Picked out for a London graduate show along with Dinos Chapman, Tony Vickers, Olly Williams and Suzi Winstanley. My show explored alienation, identity, religion and sexuality.
- **1990: Piccadilly Film Festival, Producer/Writer/Art Director**
  - "The Gift" 16mm b/w film. From my original pitch, I Co-wrote and art directed a 6-minute tragic film about a boy parceling himself to his girlfriend. Successfully entered and screened at the West End as part of the film festival
- **1987-1990: Byam Shaw Student Scholarship**
  - I won this student scholarship every year for merit and concepts delivered to the painting studio.

Education

- **1999: The Media Academie - Interactive Concept Development (Hilversum 1 year)**
  - 1 year International course comprising British, Dutch and Finish broadcasters. Giving opportunities to work within a multidisciplinary team to develop cross platform concepts.
- **1996: Artec - Interaction Design Diploma (1 year)**
  - Providing a foundation in programming, project managing and interaction design. I developed an installation to explore archives of the Artist Keith Piper for inIVA. The project was later used in his retrospective show.
- **1990: Byam Shaw School of Art - Diploma in Fine Art (3 years)**
  - Creating paintings, installations involving sound and movement, video, film and photography productions.
- **1987: Nene College of Art and Design - Foundation in Art and Design (1 year)**
  - Had a great foundation covering graphic design, photography, printing, painting and sculpture.

Interests & Hobbies

- **Artist**
  I am still a practicing artist making objects, experimenting with automata, IOT, and "assemblage" as well as painting and experimenting with syths.
- **Pro Bono**
  I have a number of pro bono activities, like developing publicity flyers and branding for Team Rwanda and Team Africa, a charity that uses sports as part of a reconciliation programme.