

ABOUT ME

I'm a seasoned UX architect with 10 years' international experience in Australia, the UK, the USA, and Asia. From 2018-2021, I headed a team of UX designers at Tribal Worldwide in Singapore, working on clients such as Samsung, Manulife, McDonalds, and Gardens by the Bay. Prior to this, I spent a decade in London working for digital agencies and start-ups. I love what I do - helping teams work well together to create useful, successful digital products that everyone can be proud of.

Portfolio: <http://www.pierrecroft.com>
Email: info@pierrecroft.com
LinkedIn: <https://www.linkedin.com/in/pierrecroft>

EXPERIENCE

Director of Experience Design

Tribal Worldwide | Singapore | Sep 2018 – Apr 2021

Key accounts: Samsung, Manulife, Gardens by the Bay, McDonalds, Singapore Ministry of Communications and Information, Singapore Public Utilities Board, JTC

- Overseeing a team of UX designers and freelancers, covering information architecture, functional mapping, content strategy, UI & interaction design, usability testing, and optimisation workstreams.
- Contributing to winning pitches for projects worth over \$1.5 million.
- Working alongside the Head of CX on planning and conducting user research and client strategy workshops.
- Planning, conducting and presenting results from local and international usability testing studies.
- Advocating UX best practices through presenting at universities and professional masterclasses in Singapore.
- Interviewing new candidates, training junior staff, and conducting team skills assessments.
- Implementing design operations to unify standards, documentation, and software within the team.

Senior UX Consultant (contract)

Deloitte Digital | London, UK | Jun 2018 – Jul 2018

A one-month contract role, working onsite at the client's premises to deliver an optimised checkout flow for a Fortune 100 clothing and homeware e-commerce retailer.

Senior UX Consultant

AmazeRealise | London, UK | Jun 2015 – May 2018

Key accounts: Unilever, Toyota, Lexus, Boston Consulting Group, Navico

- UX lead for major international projects, involving UX and interaction design, information architecture, consultancy, usability research, and conversion optimisation.
- Enhancing Unilever's corporate web presence across 92 country sites, entering the top 5 in the [Bowen & Craggs Global Index](#) and winning multiple first place awards.
- Led a successful project in Chicago in July 2017 for sister agency Solstice, working for Boston Consulting Group.
- Producing best practice content guidelines and web copywriting materials for distribution within client organisations.
- Developed new project management and documentation standards in Confluence to keep projects running smoothly.
- Interviewing and onboarding of new hires and contractors, both remote and in-house.
- Assisting the Head of UX in planning new department initiatives and procedures.

User Experience Architect

Decibel Digital | London, UK | Oct 2012 – Jun 2015

Lead UX architect on successful projects for international and UK clients, including L'Oréal, Nokia, Microsoft, Miss World and Thames Water.

- Lead UX architect on [Decibel Insight](#), an online CX improvement platform, winner of the 2015 Adobe Marketing Cloud Award and acquired by Medallia for \$160 million in 2021.
- UX services for all major clients including consultancy, prototypes, sitemaps, user flows and content audits.
- Introduction of new functions within the agency, such as usability testing, card sorting and content strategy.
- Successfully pitching for new agency business.

EDUCATION & COURSES

Nielsen Norman Group

Top Web UX Design Guidelines | 2014

Curtin University of Technology

Bachelor of Arts (Design) | 2006

AWARDS

2017 International Business Awards

Gold 'Stevie' Winner in Conglomerates category - [unilever.com](#) - with AmazeRealise

2017 Digital Impact Awards

Gold winner Best Corporate Website - [unilever.com](#) - with AmazeRealise

2015 Adobe Marketing Cloud Award

Innovation Award Winner for Decibel Insight

PUBLICATIONS & ARTICLES

Axure 8: A Comprehensive Review

Smashing Magazine | Published 19 July 2016

[read article](#)

Improving Your Information Architecture with Card Sorting: a Beginner's Guide

Smashing Magazine | Published 20 October 2014

[read article](#)

VOLUNTEERING AND EDUCATION

Masterclass

Infocomm and Media Development Agency | Singapore | 2019, 2020

Conducting masterclasses on UX best practices with Singaporean digital start-ups and businesses, followed by Q&A sessions.

Guest Lecturer

Temasek Polytechnic | Singapore | 2019

I gave a lecture to final year technical students and educators introducing UX principles and techniques.

Guest Workshop

Manchester Metropolitan University | Manchester, UK | 2018, 2017

Conducting multiple workshops for final year design students on prototyping and user testing techniques.