

Guy Carberry

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26 June 2021

Profile

I am a curious, creative, energetic and enthusiastic design leader with a passion for people and the things that make them tick.

Experience

Lead User Experience Designer, The Open University – 2010-2021

I led a team of 10 UX professionals to transform digital student support services. I established digital governance, user centred design workflows, content strategy, accessible and brand compliant digital assets, templates, components and usage guidance. Working across the total compliment of student services, I embedded and operationalised continuous improvement informed by user-testing, feedback, sentiment analysis and robust behavioural analytics.

Senior Web Designer, The Open University – 2002-2010

Employed by the organisation to establish web standards across a vast digital estate. I led on the implementation of solutions to ensure adherence to WCAG accessibility standards as well as introducing progressive enhancement and responsive design. I also delivered a digital component library (OUICE) to enable rapid development of standards compliant web sites that remains in use today.

Senior Web Designer, Johnston Press – 2000-2002

Transformed the Central Counties Newspapers portfolio of nine regional newspapers from a traditional print-based enterprise into a fully functional digital operation across the editorial and advertising departments.

Education

Coventry University, UK – BA (Hons) Communication, Culture & Media

Skills

Team leadership, coaching, mentoring, strategic thinking, creativity, pragmatism.

Portfolio

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References

Available on request