

Julian Hubbard BA (Hons)

Köln, Germany.

Mobile: +49 (0)173 576 8155 or +44 (0) 7977 258 550, Email: julianhubbard99@gmail.com

Website: www.julianhubbard.com

PROFILE

A senior and accomplished Design Manager and User Interface specialist with extensive experience in the Telecommunications sector with a passion for re-defining and challenging the norm. Highly experienced in creating and managing complex, end to end, multi country projects and delivering to multiple markets. Combines an exceptional background in design with meticulous attention to detail, self-motivation, enthusiasm and energy for the subject. A proven track record in senior roles reporting at CEO and VP levels and adept at building and leading multi-disciplinary teams to deliver world class products.

MAJOR ACHIEVEMENTS

- Chosen to lead the design of Android Mobile applications based on success of Orange Homescreen role.
- Successfully created and delivered the Orange Android Homescreen gaining industry and press recognition at Mobile World Congress 2011.
- Created and led the development and delivery of industry first innovations such as Orange Gestures and Smart Wallpapers.
- Leveraged global R&D functions and innovations and implemented them into the Homescreen for delivery to multiple markets.
- Recognised for being an enthusiastic, inspirational and challenging leader across large multi-disciplinary, multi-cultured teams.
- Dramatically reduced time to market for Homescreen and associated applications by employing agile development process with R&D teams.
- Acknowledged in the business for excellence in design by delivering innovative and unique products over an extensive period of time.
- Delivered design-led voice product programmes across multiple markets directly contributing to increased product revenues eg 300% increase in voicemail deposit in Orange Switzerland.

CAREER HISTORY

Vodafone (Global), Düsseldorf – UX Design Lead – Innovation, Android Apps and IP Comms April 2012 – Present

Vodafone is amongst the world's top operators and is one of the most recognised brands with more than 403 million customers in more than 30 countries around the globe. I hold the responsibility for managing projects from conception through every stage of the design process to launch. Areas of responsibility include Innovation, Android Apps and IP Comms. As UX Design Lead, key responsibilities include:

- Driving the Innovation roadmap in line with the Group objectives and the Innovation Team
- Developing and then maintaining close working and practical working relationships with key Stakeholders across the business
- Management of the entire design process from conception through to launch.
- Directing the design in terms of usage of appropriate tools, conveying personal vision, injecting enthusiasm into the team and challenging the wider team to search further and wider for innovative solutions
- Development of design concepts as agreed by the wider team
- Building customer journeys, UX flows and prototypes to gain buy in and sign off from Senior Managers
- Building teams with appropriate skill levels to deliver the product including work package estimations and gaining and budget approval
- Management of daily and weekly workshops and meetings to maintain momentum and delivery dates
- Management and contribution to IA structures to agree feature scope

- Building UX frameworks to ensure the final spec tells the full story and the intent behind the product
- Managing and delivering complex, multi level UX specs
- Managing and delivering visual design directions with the support and buy in of visual design Stakeholders (Brand, Guidelines etc)
- Building appropriate prototypes to demonstrate, visualize and test the product eg Paper, Axure, Flash, apk's
- Managing the Stakeholder approval and sign off process
- Working closely with Developers during the design process to ensure UX concepts are viable
- Managing the delivery process with Developers to ensure the product is built according to the spec and appropriate changes can be made and documented
- Management of the copy writing, translation and localization process
- apk reviews, bug and issue raising and follow up of fixes
- Design sign off of final product

**Orange (Global), London - Lead Design Manager - Android Mobile Applications and Programmes
May 2011 – April 2012**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators that serves over 200 million customers in 32 countries.

Responsible for design and user experience for key Android Mobile applications and Programmes for Orange Group. Forming the backbone of Orange's 2015 business objectives, they are collectively known as the 'Orange Digital Coach' suite of applications and include Orange Homescreen (as below). Orange Companion, an omnipresent message, events and content aggregator. Orange Assistant, Orange's Startup Wizard and Application recommendations engine, and finally Your Orange, the key Orange content delivery Application. Key tasks include:

Lead Design Manager for all Android applications:

- Design and user experience strategic direction.
- Close liaison with Group and Local Product Managers to ensure requirements are met.
- Co-ordination of all concept, graphic, interaction, usability testing activities.
- Management of all QA activities including .apk reviews against functional and visual specs, bug reporting, work-arounds and sign off.
- Key sign off for all design, user experience and QA activities.
- Responsible for concept development to feed into technical assessments for yearly roadmaps.
- Co-ordination of all stakeholders for prioritisation of features for roadmaps.
- Weekly liaison with development teams to resolve issues and sign off bug fixes.
- Weekly reporting to VP level on progress and plans.
- Design activity budget forecasting and management thereof (c€1.6m/year).

**Orange (Global), London - Homescreen Global Design Manager
May 2009 to May 2011 (May 2009 - July 2010 Contract. July 2010 – May 2011, permanent)**

Responsible for the development and delivery of the Orange Homescreen, widgets and applications – the biggest footprint Orange has on all devices across multiple manufacturers, markets and platforms. Key tasks include:

- Lead design manager for the Homescreen product with particular focus on Android.
- Creator and owner of yearly development roadmaps shaping the product year on year.
- Inspiring and leading the design strategy and direction for Homescreen, full applications and widgets whilst remaining focussed on the fine detail of the UI.
- Steering and managing teams based in London, Paris, Grenoble, Lannion and Beijing towards excellence in design in line with my vision for the product.
- Key stakeholder and contributor for the agile development process used to plan and deliver the Orange Android Homescreen.
- Visual and interaction lead for Homescreen, 50+ widgets and all associated applications.

- Sign off responsibility for Homescreen and all associated applications, widgets, functional specifications and visual assets.
- Design direction and delivery of static, live and smart wallpapers.
- Management of numerous internal stakeholders and external partners and agencies.
- Creation and co-ordination of all user testing via 3rd parties.
- Responsible for Homescreen QA testing, bug reporting, fixing and sign off.
- Management of production of functional and visual specifications.
- Budget securing via Product Board and management thereof across all suppliers.

**Canonical Ltd, London - Head of Design
October 2008 to May 2009**

Canonical is the commercial sponsor of Ubuntu, the world's best-known Linux based open source Operating System.

Reporting directly to the Founder, I joined Canonical to set up a Design and User Experience team based in London, with the aim of introducing Design into the open source industry to overhaul the product portfolio.

- Designed and implemented a full user centred design process into the company.
- Recruited and managed a team of 10 leading UI, UX, Web, Graphic and Flash designers.
- Managed and led design sprint programmes in multiple worldwide locations.
- Established working processes with the Desktop Engineering Group to drive the implementation of the new features.
- Drove the launch of the Ubuntu 9.04 Desktop release (April 2009) which included a complete and new boot and login experience, a new multi-application notification system and new look and feel elements such as wallpapers, system and application icons and themes.
- Managed the production of all UI guidelines and asset packs.
- Led the design for the new direction for marketing collateral, exhibition stands and CD artwork.
- Gained industry recognition for introducing new design into Ubuntu and the open source community.

**Orange (Global), London - Global Experience Design Manager Voice Products and ODM Customisation
March 2004 to October 2008**

Responsibility for end-to-end product and UI development and usability for 8 major European and 4 emerging markets. Products included all mobile and selected fixed line voice services and applications development and handset customisation.

- Developed best in class voicemail products which have been implemented into local country networks in 12 markets to 38 million customers.
- Led the development of a suite call management applications for S60 devices.
- Created an on-line terminology customisation and localisation process and tool to facilitate the customisation of c90 devices per annum and implemented it across 12 manufacturers and 16 languages.
- Initiated and implemented new user centred design processes across Orange countries that resulted in countries such as Orange UK, Switzerland, Spain and Egypt adopting the correct approach to design that has led to the inclusion of Design and Usability gates in the local delivery programs.
- To support the delivery of these products, led user needs research, full requirements writing, concept design, user testing, full product development managing a number of key areas across the business and supporting the product management and marketing teams through to full commercial launch.
- Led the ODM customisation to Orange UI for ZTE, Gigabyte and Huawei which involved attendance at manufacturer kick off meetings, scoping of customisation requirements, device user interface reviews, management of asset production and delivery to manufacturers and software drop reviews up to sign off of UI for delivery to the market.

**Orange PCS (UK), Bristol – Senior Design Manager
September 1999 to March 2004**

Created and managed the UI design team and process into the UK business from which the current Group function was born.

- Managed a team of 3 to ensure best practice and involvement at all stages of the product development process.
- Managed products from conception, briefing and detailed specification writing through to prototyping, full usability testing, call flow management and graphical asset delivery.
- Secured budget and senior management buy-in to build usability labs and recording studio with the creation of 3 new roles.
- Played a key role in the recruitment of experienced professionals for the Product Marketing and Development group, designing and running 2-day assessment centres.
- Delivered numerous products into the UK market. Some examples include, Orange Voice Media content platforms, Orange Answer Phone, Unified Messaging, Orange Chat and customer services IVR's.

**VTech Electronics (UK) plc, Abingdon - UK Product Development Manager
November 1997 to September 1999**

VTech UK is part of the VTech Group, one of the world's leading consumer-focused technology companies which designs and manufactures telecommunications and children's electronic products.

- Managed a team of 6 responsible for the development of c60 new products per annum for the third largest (at the time) toy company in the UK.
- Responsible for creating and delivering the overall design and product development strategy.
- Responsible for creating and implementing third party licensing and undertaking projects outside the core business activity.
- Worked extensively with the North American team to create and launch a suite of 3 children's e-mail products for the US market.
- Delivered group and local product lines by extensive liaison with 12 overseas offices.

April 1994 to November 1997 - Enterprise plc, Preston - Product Development Assistant

August 1992 to March 1994 - C&S Yacht Designs, Southampton - Industrial Designer

QUALIFICATIONS AND EDUCATION

- 2:1 Ba(Hons) Design for Industry (Eng) Newcastle Polytechnic
- Merit (B), OND Three Dimensional Design Cleveland College of Art and Design
- 7 O Level passes, 1 A Level pass Conyers Comprehensive, Yarm, Cleveland
- Project Management for Research and Development Cranfield University
- Business Training Certificate Project North-East, Newcastle upon Tyne

ADDITIONAL INFORMATION

- Nationality: British with full clean UK driving licence.
- Interests: Drumming, Triathlon, running and freestyle Jetskiing.
- Guest Lecturer and Northumbria and Derby Universities, Interaction Design – 2000 to 2005.
- Guest Lecturer at Rheinische Fachhochschule Köln, Interaction Design – 2012.
- Career mentor for Superstars Digital Recruitment, London.
- WOLDA (Worldwide Logo Design Annual) Judge – 2008.
- Media trained by Edelman PR, London for MWC 2011 Press interviews.
- Currently learning German since May 2013. 1 to 1 lessons weekly.