

Name

Keith Doyle

Job Title

Freelance user experience consultant

Company

Navopia

Member

Yes

Position Applied for

UK Outreach

**Goals for UK UPA**

- Enhance recognition as the leading association of usability professionals in the country
- Continue developing initiatives such as the mentoring programme
- Explore the possibility of a UPA conference in the UK
- Ensure that the UKUPA website utilises best practice for user experience

Goals for the position

- Encouraging nationwide live participation with UPA events through innovative techniques such as event amplification
- Building UPA membership across all regions
- Supporting the creation and development of chapters
- Encouraging the sharing of speakers and resources
- Developing strong mutually beneficial links with local UX groups
- Increasing awareness of events across the country which are of interest to UPA members

UPA Volunteering Experience

A member of the UPA since 2008. I have liaised with the UK UPA committee in the last year in discussions on how to make UK UPA less London-centric. I invited and facilitated a committee member to come to my local UX Group, Northern User Experience (Yorkshire), to discuss this issue.

Professional Experience and Biographical Details

Passionate about user experience. Currently developing usability concepts in usability testing, responsive web design, mobile first and information architecture.

Work Experience

Working in the web since 1995, including roles as Web Master at Manchester College of Arts and Technology, Web Content Architect at the University of Salford, and Senior Usability Consultant at HBOS. Since September 2010, a freelance user experience consultant including work with Aviva and various universities.

UX Groups

Attending Northern User Experience since 2008. A member of its steering group since it was formed in 2010. The new steering group, which I initiated, has led to highly successful, regular and well-attended events. We have had some fantastic evenings with attendance of up to 30 to 50 people, and we now attract speakers from beyond the membership of the group..

Conferences, Papers and Talks

Giving talks and writing papers on usability and information architecture since 2006 at the Institutional Web Management Workshop, Euro IA, ariadne.ac.uk, various BarCamps (including UXCampLondon), Northern User Experience, Nottingham GeekUp, the University of Salford and Manchester Metropolitan University. My next talk is scheduled for January 2012 on prototyping with Axure and Balsamiq.