



PHASE	2006 - SERVICE EXPERIENCE DESIGN CONSULTANT career development and personal growth - 2018						
Job Title or responsibilities	PHOTOJOURNALIST - 2005 Press-photographer on worldwide assignments	Destination Manager, once in a life-time travel exp. creator	Functional consultant Staff learning experience designer	UX Design for client projects and skills development	Service Designer for remote teams coding Salesforce Products	Service Design Consultant in Government Dpts	Collaborate and work together?
Tasks, achievements, Location	Capturing UK - USA - Latin America news events & portraits	Listening to customers needs for adventure in far-away destinations	National rollout of new digital library of images to 1600 users	Design challenges to research, prototype and test ideas	User research across Programme Management Office at client locations	Service Blueprinting, "as is" interviews, scenario & mapping	Conversation over a nice cuppa tea?
Customer	National UK newspapers and magazines	Continuous development of bespoke travel creation software	Requirement gathering - User Acceptance Testing	Web, mobile, public and staff system exploratory designs	Salesforce Lightning Design System Alpha Prototype	Service Blueprinting, "to be" creative workshops, validation & iterations	Quick call? 0753 200 40 50
My Teams	National - International News & Picture desks	Luxury brochures and promo leaflets design and printing	Software user guide, training videos, classroom learning days & workshops	O2 WorldChat, SuperCarers clients projects	Project, Programme, Portfolio Management Offices	User needs definition and prioritisation	Any questions? create-flow@gaetancotton.com
Technology	Analog film scanners & transmission. Rapid new tech adoption	- Honeymooners - 40-60yrs Couples - Early-retired professionals	National Picture Desk Editors & photographers	BBC Good Food, BBC CATS design challenges	Resource Managers	Process Flows analysis and optimisation	
Training / Learning	Digital camera early adopter, FTP + infancy of web tech	Team of 6 travel creators, growing to 20 in Brussels - Paris - Lyon	Regional Editors & photographers	Cross-disciplinary teams, pair and group projects	Salesforce TasksFeed integration for project onboarding	User Centred Workshops design & delivery	
Observation / Fact	Adobe Photoshop, metadata tools Dreamweaver	Accounting, booking support staff, developers	National & Regional Journalists	Pen & paper, post-it, boards and digital shared workspace	London Office with leadership & Customer Success team members	Institute for Apprenticeship (IFA)	
Metric / Data	Degree in Journalism in Brussels, Erasmus in Coventry	Bespoke travel experience creation tool with online customer account	Multi-disciplinary team of a dozen	Sketch - Adobe Creative Suite	Front-end dev team in Spain	Ministry of Housing, Communities & Local Government (MHCLG)	
Question / Unknown	Certificate in Photojournalism University of Sheffield	Coordinate media library project & collaboration with external designers	Cross-department stakeholders at all executive levels	WordPress client website creation	Back-end dev team in Poland	Food Standards Agency (FSA)	
Critical Moment	Front page image(s) published in each UK national newspaper	Adobe InDesign for 200p. brochures Photoshop, workflow tools	Production critical enterprise system	Intensive User Experience Design 10 weeks course	Salesforce Lightning Design System	UK Research & Innovation (UKRI)	
Idea / Opportunity	On the road 2/3 of the year, little time for family & friends	Business Management course workshop & lectures	Intranet for training and document repository	UX - SD conferences, books and meetups	Sketch - Adobe Creative Cloud	Various team sizes with Client Lead, Delivery Manager & Business Analysts	
	9-11 Social Media changing the value of news	Tour leader & guide for advanced photography trips in Latin America	Adobe Creative Suite integrated with newspaper infrastructure	Office Culture workshops with ThanksBox	Design Sprints, remotely and in Poland	Mural, Sketch, Adobe Creative Cloud	
	Digital workflow specialist	Learn My Culture startup project	Content Hub for Publisher Subject Matter Expert	create-flow.com	Coaching junior team members	G-Suite, Office 365 enterprise rollout	
	Web designer for vanity sites and webmaster for hosting & email	Increase in Brand value and booking tool effectiveness	Train the trainer accreditation	Grounded design decisions in structured user research and design methods	Creation of a User-First Product Team with Design Thinking. Case study	Jadu eForms, Pulsar Design System	
	Family-led Luxury Travel Agency opportunity 2005	In 5 years I tripled the annual sales for Latin America (0.5m to 1.6m EUR)	User Experience Design online course, books and meetups	Creative confidence and skillset to move to a new industry?	Designed & trained Lead Technology Officer Salesforce conference presentation in Poland	Government Digital Service (GDS) phases & requirements	
		Company sold to major European Investment Group	Successful Regional & National programme rollout with 2000 users	Enterprise systems and workflows transferable knowledge	Hand-over of Dev plan & product launch schedule	Service Design Network (SDN) publications & conferences	
		Software continuous improvement work with developer	Successful system integration with web publishing platform	Marketing and brand development experience	Startup cash-flow fluctuations	Most projects are under NDAs	
		Sales & marketing experience	End of project, team demoted to support function	Startup team invitations to collaborate 2017	Org Design & remote teams management	FSA public engagement. Case study	
		Job offer in London 2011	Transitioning from Functional consultant to UX designer		Service Design job opportunity at agency 2018	Service Design Thinking & Doing gaetancotton.com	
			UX Jobs & career opportunities 2016			Service Design at the core of the Company's culture.	