

Claire Fearon

- 📞 0785 2940 134
- ✉️ claire.fearo@gmail.com
- 📍 London, SE1

Design Strategy / Design Research

PROFILE

I am passionate about using Human Centred Design approaches, that put people at the centre of the process by using Design Research, and User Engagement to create best-in-class Experiences, Products, and Environments.

As an analytical, curious, creative, Systems Thinker, I am motivated to deliver projects that have a positive impact on how people live and work.

I have over 13 years of extensive experience in Design Strategy, Process Frameworks, and Implementation, and combine Digital design practice with a passion for, and solid comprehension of, physical and spatial design practice.

My work processes include:

- Framing problems through Design Thinking
- Defining Problem Statements
- Creating a Research Framework plan
- Gathering Qualitative and Quantitative data
- Extracting Key Insights from data
- Synthesising Insights into Design Strategy
- Communicating and sharing Insights and Strategy
- Collaborating in defining Strategic direction

As a collaborative team member who thrives on working with cross-disciplinary teams to achieve a common objective, I am a natural relationship builder, an empathetic listener, and an effective communicator.

EXPERIENCE

Orange Global, London Jan 2015 - Mar 2020
Design & Usability Guidelines Team
Orange Digital Design System - Program Manager

Responsible for Program Management and the Design Delivery of the Orange Digital Design System.

Program responsibilities include:

- > Client Liaison with internal customers and teams
- > Requirement gathering and clarifying user needs
- > Design Strategy defined through research processes
- > Synthesis of user needs into Strategic priorities
- > Strategic Planning of program activity and goals
- > Design Management and Program Delivery
- > Delivery of the interactive suite of Digital Guidelines and Tools

EXPERTISE

- Design Strategy
- Design Research
- Experience Design
- User Experience
- User Centered Design
- Human Centered Design
- User Research Methods & Tools
- Problem Framing
- Extracting Insights from Data
- Synthesising Insights into Strategy
- Stakeholder Management
- Design Management
- Program Management
- Program Communications
- Agile Delivery

Orange Global, London

Aug 2008 -Jan 2015

Design & Usability Guidelines Team

Digital Guidelines - Program Manager

Responsible for Program Management and the Design Delivery of the Orange Digital Guidelines. Overseeing the operational and strategic planning of the program, responsibilities include:

- Overseeing Strategic Planning and operations
- Design Delivery of the interactive suite of Guidelines
- Strategic Senior Stakeholder management
- Management of program communications
- Liaison to the Interactive Guidelines suite 5,000 user base
- Management of all project resources and external spend
- initiating and running the UK and France Design Review process

Leo Burnett Group, London

May 2008 -June 2008

Contract - Hub Coordinator

Hub Coordinator for agencies largest Advertising Planning team

- Coordination of Planning team activities
- Client Liaison and coordination with the Planning team
- Production of client proposals and pitch material

OMD UK, London

Mar 2008 -May 2008

Contract - Hub Coordinator

Hub coordinator of two Advertising Planning teams.

- Coordination of Planning team activities
- Client Liaison and coordination with the Planning team
- Production of client proposals and pitch material

DDB UK, London

Dec 2007 -Mar 2008

Contract - Creative Research Assistant

Creative Research Assistant to the New Business team. Researching creative topics to support pitches and acquisition of new accounts.

- Researching creative material for pitch presentations
- Delivering templates and layouts for New Business pitches.

Cubitt Consulting, London

Jan 2006 -Dec 2007

Senior Team Assistant

Assistant within a Financial PR firm, with offices in London & New York. Providing creative and administrative support for two teams.

- Research for New Business pitch documentation
- Production of quarterly Press Books
- Planning & running Financial results Events for investors and press

References available on request

PERSONAL SKILLS

- Natural problem solver
- Effective communicator
- Relationship builder
- Collaborator
- Creative Thinker
- System Thinker
- At ease with ambiguity
- Curious
- Perceptive
- Highly analytical

EDUCATION

Master's Degree**Design, Strategy & Leadership**

*Cranfield University
Bedford, England*

BA (Hons) in Graphic Design

*Kingston University
London, England*

Foundation Diploma**Art & Design**

*UAL: London College of
Communication
London, England*

PROFESSIONAL TRAINING

Scrum Master Certified (SMC)

*Scrum Alliance
Westminster, CO, USA*

PRINCE2 Practitioner**Certified Project Management**

*BCS, Chartered Institute for IT
London, England*

Event Management Diploma

*Institute of Commercial
Management, London, England*

CPD Accredited Property Training

*Touchstone Education,
London, England*