



# Clifton Evans

ux@restructural.com  
restructural.com

+353 862 123 234  
linkedin.com/in/restructural

With over 2 decades of User Experience activity, I have been a Design and Research Lead for global companies, government departments, technology research centres, as well as medium and small businesses in Europe, Asia and North America. I was part of the original User Experience, Information Architecture and Interaction Design communities in the early 2000s, and took part in many industry forming discussions, including the invention of UX and IxD. I have been active in the industry ever since, giving talks and organising events, as well as writing articles and books.

I have had significant experience in Design Research, User Testing, Evaluations & Reports, Workshops, Personas, Use Case & Process Analysis, Requirements Gathering, Paper Prototyping, System Maps, as well as Wireframes & Interactive Prototyping. I also have in depth professional knowledge in Visual and Design Software, Layout, Image and Prototyping tools, and significant experience with professional 3D, Audio, Video and Animation. I have substantial knowledge in Development technology, particularly in UI technologies like Html, Css & Swift for Apple devices.



**Learnovate Innovation Centre.** Lead UX Researcher. Aug 2018 - July 2019. Dublin. [learnovate.ie](http://learnovate.ie)

- Extensive State of the Market Research Report on Wearables, AR / VR, AI / ML and Emotion Technology
- Numerous UX Reports and Recommendations for Client Projects in Health Tech and Education
- Design Consultations and Guidelines on National Education Publisher for eBook and Assessment Platform



**Clevergift.** Head of User Experience. Mar 2017 - Dec 2017. Dublin. [cleverbug.com](http://cleverbug.com)

- Directing the Product Design of the New Clevergift Platform
- Designed and Refined the Machine Learning Gift Finding Solutions for Brown Thomas & eBay
- eGifting Product for Global Retailers including Brown Thomas, ShopDirect, Zalando, Footlocker & eBay



**Isobar.** Head of User Experience. Oct 2015 - Jan 2017. Dublin. [isobar.com](http://isobar.com)

- Leading Up the UX Component of the Dublin Office
- Optimising the UX Research and Design Process for a focus on eCommerce
- Providing UX Solutions for Eir, BMW, Tayto, Thomas Cook, UCD, Carrawler & Coillte



**Ripple Foundation.** UX Design Consultant. Oct 2016 - Jan 2017. Dublin & Leeds. [ripple.foundation](http://ripple.foundation)

- MedTech Design Research into Patient Records Systems and Health Technology Market
- UX Recommendations on Platform Direction and Best Practice for Health Records Systems Design
- Consultancy on Platform UI Components, Design System and Information Architecture



**Parenthood Technologies.** UX Design Consultant. Nov 2015 - May 2016. Dublin & Bangalore.

- Health App Research and User Experience Needs for New Parent Health and Wellbeing
- Presenting Best Practice Research for Personal Health Apps and Heuristic Evaluation of Product Needs
- Use Cases & Scenarios, Information Architecture, Detailed Prototyping and Concept Refinement



**ISA Group.** Senior User Experience Designer. Aug 2014 - Mar 2015. Dublin. [isagroup.ie](http://isagroup.ie)

- Design Research of In-Car Touchscreen Systems for Emergency Vehicles
- Operating System Design for Consistent and Immediate Vehicle Control, Communications and Surveillance
- Best Practice Research & Heuristic Recommendations for an In-Car Touchscreen Design Framework



**Aer Lingus.** Senior User Experience Designer. Jul 2013 - Jan 2014. Dublin. [aerlingus.com](http://aerlingus.com)

- Redesign and Research Recommendations for the new Aer Lingus Website
- Optimising Design Options to maximise Conversion Rates and meet Technical Objectives
- Usability and User Experience Consultant working with NY Agency on their Visual Design Options



**Lingle.** Senior UX Designer. Sep 2012 - Apr 2013. Dublin.

- Consulting and Evaluation of the Lingle Language Learning Platform
- Redesign of Interaction Processes, Enabling Streamlined Usage and Content Delivery
- Rapid Prototyping and User Testing of with Teachers and Student User Groups



**European Space Agency.** Senior UX Consultant. Mar - Sep 2012. Dublin & Noordwijk. [dayshaconsulting.com](http://dayshaconsulting.com) [esa.int](http://esa.int)

- Research into the Collaborative Working Methods of Space Scientists and their Working Environments
- Design of Concepts and Structures to facilitate the Concurrent Design of Spacecraft
- Detail Driven Design of Collaboration Software that will enable European Centres to design effectively



**Cisco.** Senior UX Designer. Jan - Feb 2012. Dublin & Galway. [cisco.com](http://cisco.com)

- Concept Screen Designs for Corporate Desktop IP Phones
- Consulting on Redesign of Existing Platform and Integration into New Hardware
- Presentation of Concepts to Cisco for Further Refinement



**McCann.** Senior UX Designer. Nov 2011 - Jan 2012. Dublin & NY. [mccann.com](http://mccann.com) [ikea.com](http://ikea.com)

- Consulting on Global Ikea.com Redesign Project
- Concept Designs for Kitchen Planning to Enable Integration into Purchase Process
- Rough Wireframing of Kitchen Planning, Bedroom and other Category Pages



**Ericsson.** Senior Software Researcher. Jul 2010 – Jun 2011. Athlone. [ericsson.com](http://ericsson.com)

- Researching Information Visualisation Approaches and Interactions
- Design of Visualisations and UIs for Touchscreen Network Management Applications
- Research and Recommendations for Video Game Interactions within 2D and 3D Environments



**Fjord.** Mobile UX Designer. Jul 2009 – Jul 2010. Berlin. [fjordnet.com](http://fjordnet.com) [here.com](http://here.com)

- Research and Recommendations for Touchscreen Gesture Interactions
- Consulting on the Development of a New Nokia Wide UX Pattern Library
- Prototyping Favourite Management, Map Loader, Positioning and Selection in Nokia Maps



**eSpatial.** Senior UX Designer. Jan – May 2009. Dublin. [espatial.com](http://espatial.com)

- Redesign of the iSMART Map Editor for the Web (Software as a Service)
- Research and Competitive Analysis on existing Mapping and GIS Interaction Models
- Delivering and Presenting Structural and Interaction Concepts Prototypes



**Ticket ABC.** Information Architect. Nov 2008 – Jan 2009. Dublin. [ticketabc.com](http://ticketabc.com)

- Personas and Scenarios for each of the SMS Ticketing Use Cases
- Page Description Diagrams specifying the importance of Page Elements
- Wireframing and Mapping of Process Flows for each of the sections



**O2.** Web Content Manager. Apr – Oct 2008. Dublin. [o2.ie](http://o2.ie)

- Standardising Wireframe Templates for use across Online Team
- Consultation on O2.ie IA and Content Needs During Launch of New Site
- Developing Ad Inventory Guidelines Establishing Formats, Ownership and Source



**Ammado.** Information Architect. Dec 2007 - Mar 2008. Dublin. [ammado.com](http://ammado.com)

- In Depth Evaluation of Existing Site (Social Networking for Charities and Nonprofits)
- Usability Test Sessions of Core Processes with Existing and Potential Visitors
- Prototyping and Wireframing of Global Search and Other High Level Components



**Gravitate.** Usability Specialist. Jun - Dec 2007. Dublin. [murphys.com](http://murphys.com) [fbd.ie](http://fbd.ie)

- Providing Consultation and Blueprints for the Murphy's and Murphy's Live websites
- Prototyping an Online Automobile Insurance Quote Engine for FBD
- Blueprinting, Optimization and Consulting on the Channel 6 Website



**Hornall Anderson.** Senior User Interface Designer. Aug - Dec 2007. Dublin & Seattle. [hadw.com](http://hadw.com) [citationair.com](http://citationair.com)

- Analysis of Use Cases and Scenario Development for Private Jet Booking Software Suite
- Information Architecture Blueprints, Cart Sorts for Structuring the Application
- Developing Interaction Patterns and Heuristic Evaluations of Prototypes



**Noise Digital.** Senior Interaction Designer. Sep - Oct 2007. Dublin & Vancouver. [noisedigital.com](http://noisedigital.com) [lionsgate.com](http://lionsgate.com)

- Screen Design for MaplePictures.com, the distribution system for Alliance & Lion's Gate Films



**Vodafone.** Senior User Experience Design Consultant. Jun 2007. Dublin & Dusseldorf. [empathise.com](http://empathise.com) [vodafone.com](http://vodafone.com)

- Providing Requirements on Recommended 3G Standards for Mobile Applications
- Developing Research Focus Groups and Reporting on Future Application Needs
- Analysing Benchmark Documentation on Current Applications for Requirements



**Noise Digital.** Senior Interaction Designer. Mar - May 2007. Vancouver & LA. [noisedigital.com](http://noisedigital.com)

- Usability and Architecture for the N-Gage Community Portal
- Prototyping Screen Wireframes and Annotations for the N-Gage Community System



**Engine Digital.** Information Architect. Feb - May 2007. Vancouver. [enginedigital.com](http://enginedigital.com) [trilogylife.com](http://trilogylife.com)

- Architecture and Interface for Internal System in Trilogy Life Retirement Villages
- Determining Direction and Needs with Engine for Retirement Community
- Prototyping Entire System, Bulletin Boards, Photos, Contacts, Calendar, Etc.



**Best Buy / Future Shop.** Information Architect. Nov 2006 - Feb 2007. Vancouver. [futureshop.com](http://futureshop.com) [bestbuy.com](http://bestbuy.com)

- Information Architecture to Redesign Best Buy and Future Shop eCommerce Systems
- Analysis and Prototyping of Store Location, Global Navigation and Elements
- Usability and Navigation for Various Other Areas of the Web Systems



**Starbucks.** Usability Analyst. Jun - Sep 2006. Vancouver & Seattle. [weareratio.com](http://weareratio.com) [starbucks.com](http://starbucks.com)

- Analysing the Usability of the Management Store Portal Prototype
- Providing Architectural Needs for Redesigning this In-Store System
- Consulting with Internal Redesign Team on their Redesign Process



**US Grad Schools.** Information Architect. Jun - Oct 2006. Vancouver. [weareratio.com](http://weareratio.com) [graduateschool.edu](http://graduateschool.edu)

- Providing Architecture for the U.S. Government Graduate Schools class booking system
- Consulting and Presenting to teams in Washington on Architecture Solutions
- Analysing User Interaction Processes to allow Ease of Access to Needed Material



**Invoke Media.** Usability Analyst. Jun - Jul 2006. Vancouver. [invokemedia.com](http://invokemedia.com) [stockhouse.com](http://stockhouse.com)

- Usability Consultation and Report Findings on the StockStream Real-Time Trading System
- Interviewing Users and Testing Existing System to Provide Detailed Analysis
- Providing Consultation on System Design and Future Options for Delivery



**Profero.** User Experience Consultant. 2005. Vancouver & London. [mullenloweprofero.com](http://mullenloweprofero.com)

- Consulting Bulldog Broadband to Streamline Online Purchase Process
- Providing Prototype Models and Process Flow Diagrams to Assist Consultation
- Reworking the Information Architecture to reflect User Needs



**Telus Digital.** Usability Specialist. May - Aug 2005. Vancouver. [telus.com](http://telus.com) [rockymountaineer.com](http://rockymountaineer.com)

- Usability Report on Ainsworth Engineered Expense Reporting Application
- Worked with Rocky Mountaineer to develop the Booking System for Whistler Mountaineer



**Blastradius.** Interaction Architect. Feb-May 2005. Vancouver. [blastradius.com](http://blastradius.com) [nike.com](http://nike.com)

- Information Architecture and User Interface for Jordan eCommerce portal
- Interaction Concept for Nike on the Jordan Lifestyle Line Clothing Configurator



**ID Grup.** User Experience Consultant. 2005. London & Barcelona. [idgrup.com](http://idgrup.com) [ajuntament.barcelona.cat](http://ajuntament.barcelona.cat)

- Interaction Design and Usability Consulting for Catalan Schools Booking System
- Direction of Interface for System and Consulting Directly with Government Clients
- Consulting with ID Grup on User Experience Process for future projects



**Sapient.** Information Architect. Oct 2004 - Feb 2005. London & Dusseldorf. [sapient.com](http://sapient.com) [vodafone.com](http://vodafone.com)

- Worked with Sapient to Develop a Prototype for the Global Vodafone Intranet System
- Iterative Prototyping, International Focus Groups and Council Presentation in Budapest
- Addressed Client Needs through a focus on Thematic Consistency and Relevance



**Chevron.** Senior User Interface Designer. Sep - Oct 2004. London & San Francisco. [quacon.com](http://quacon.com) [chevron.com](http://chevron.com)

- Worked Directly with ChevronTexaco on their Global Product Information System
- Consulted on behalf of Quacon in Designing Guides and Templates
- Established Screen Designs for Energy Suppliers, Specifications, Reports and Partners



**V2\_.** Senior Interaction Designer. Jun - Aug 2004. London & Rotterdam. [v2.nl](http://v2.nl)

- Worked with the V2 people to Develop a solid Interaction Architecture for their Public Site
- Interactive Prototyping and Structural Theory to support a logical Information Architecture



**Intuact.** User Experience Consultant. Feb - May 2004. London & Barcelona. [intuact.com](http://intuact.com)

- Architecture and Interaction Design of a Software Application for European Market
- Consultation on Business Development models for User Experience
- Drafting an Initial UI and Mental Model to use in Acquiring Investment



**Instrata.** Senior UI / Information Architect. Sep - Jan 2003/04. London & Cambridge. [gizmondo.com](http://gizmondo.com) [instrata.co.uk](http://instrata.co.uk)

- Worked with Instrata to develop a solid UI Framework for the Gizmondo Gametrac Device
- Paper Prototyping, developed an initial User Interface and the Information Architecture
- Invented a suitable model for Text Entry via Joypad through research and testing



**Object1.** Senior Information Architect. June 2002 - Aug 2003. London. [woodmac.com](http://woodmac.com) [education.gov.uk](http://education.gov.uk)

- Integration of IA and User Centred Design into the Object1 Thinking Squared Design Process
- Information Architecture for Wood Mackenzie and UK Education Authorities
- Consulting on Consistency Needs for The Department for Education



**LexisNexis.** Senior User Interface Designer. Apr - Jun 2002. London. [lexisnexis.com](http://lexisnexis.com)

- Information Architecture and UI Specifications for the First Generation Global Legal Product
- Heuristic Evaluations regarding prototype Legal and News & Business Interfaces
- Specification of Local Product Adaptations and Custom User Interfaces



**Scient.** Senior User Interface Engineer. Oct 2000 - Apr 2002. London. [boots.com](http://boots.com) [bp.com](http://bp.com)

- UX and Information Architecture for the RSA UK Estate Agent Desktop System
- User Interface and Front End Technology for Boots.com and Bp.com
- Research and Development on mobile formats for an undisclosed Wireless Portal



**Stockgroup.** Senior Designer. Feb - Oct 2000. Singapore. [stockgroup.com](http://stockgroup.com)

- Information Architecture and UI for the eDeposit Rate Bidding System
- Information Architecture and Advising on Usability for the Asiasis Investment Portal
- Directing the Asiasis Design Teams on Visual Theme and Consistency

**The Media Foundation.** Senior Interface Consultant. 2000. Vancouver. [adbusters.org](http://adbusters.org)

**Intersection Active Design.** Senior Designer. 1998 - 1999. Vancouver. [intersections.net](http://intersections.net)

**Maximizer.** Senior Designer. 1998. Vancouver. [maximizer.com](http://maximizer.com)

**Union Arts.** Webmaster. 1997 - 1998. Vancouver. [unionarts.com](http://unionarts.com)

**Taxi Magazine.** Web Design Director. 1996. Vancouver. [taxionline.com](http://taxionline.com)

**Macsurfer Headline News.** Webmaster. 1996. Vancouver. [macsurfer.com](http://macsurfer.com)

## EDUCATION

- Trinity College Dublin.** Phd in Digital Arts & Humanities. 2012 - 2014 (on hold). Dublin. [atrl.ie](http://atrl.ie) [tcd.ie](http://tcd.ie)
- Practice Based Research into the Performance and Design of New Musical Instruments
  - Researching Frameworks of Computer Interaction, Cognition and Aesthetics
  - Designing Prototypes for New Instruments based on Theoretical and Practice Based Research
- University of Westminster.** Masters in Design for Interaction. 2003. London. [wmin.ac.uk](http://wmin.ac.uk)
- Evaluation of Design for Psychological, Cultural and Technological Contexts
  - Thesis on Design for Comfort and a resulting Language Learning Network Framework
  - Presentation and Exhibition of Thesis Work at The Digital Hub in Dublin
- Vancouver Film School.** Associates in Digital Design. 1996. Vancouver. [multimedia.edu](http://multimedia.edu)
- Media Studies focused on New Media Skills and Industry Applications
  - Focus on Project Management, Production, Marketing and Communications
  - Education Directly Related to the Professional New Media Field

## PUBLICATIONS

- Report.** *Wearables and Emotion Recognition.*  
Trinity Research Centre Publication. 2019. [learnovate.ie](http://learnovate.ie)
- Report.** *UX & LX Review of MyPatientSpace Mobile MedTech App.*  
Trinity Research Centre Publication. 2019. [learnovate.ie](http://learnovate.ie)
- Report.** *Effect of Gamification on Students With Learning Disabilities.*  
Trinity Research Centre Publication. 2018. [learnovate.ie](http://learnovate.ie)
- Book.** *New Media Cognition (working title).*  
Undisclosed Book in process, 2018 onward.
- Article.** *Changing Minds. A Conceptual Framework for Relational Cognition.*  
Boxes and Arrows Article, 2018. [boxesandarrows.com](http://boxesandarrows.com)
- Articles.** *Success Stories. Design is Rocket Science. Zen and the Art of IA (UX)*  
3 Boxes and Arrows Articles, 2007. [boxesandarrows.com](http://boxesandarrows.com)
- Article.** *Architecting Our Profession.*  
Boxes and Arrows Article, 2005. [boxesandarrows.com](http://boxesandarrows.com)
- Book.** *Thinking Squared: The Object 1 Approach.*  
Object 1. 2003. [digitas.com](http://digitas.com)
- Article.** *Exploring Content Filters.*  
Boxes and Arrows Article, 2002. [boxesandarrows.com](http://boxesandarrows.com)
- Book.** *Constructing Usable Shopping Carts.* eCommerce Design Book.  
Apress Wrox Glasshaus Publishers. 2002. [apress.com](http://apress.com)
- Book.** *Flash Personalisation.* Chapter in Dynamic Content Studio Book.  
Apress Wrox Friends of Ed Publishers. 2002. [apress.com](http://apress.com)
- Reviewer.** *ActionScript Studio, Flash MX Usability, iMovie, Dreamweaver.*  
Apress Wrox Friends of Ed Publishers. 2001. [apress.com](http://apress.com)

## AFFILIATIONS

- IXDA Initiative Leader.** Online Resources for Industry Tools and Job Seeking.  
Interaction Designers Website. 2003 - 2005. [ixda.org](http://ixda.org)
- UXDA (UPA) Participant.** Usability Professionals and User Experience Meetings and Presentations.  
User Experience Design Association. 2000 onward. [uxpa.org](http://uxpa.org)
- SIG-IA Member.** Community focused on the Initial Formation of IA and UX as a Profession.  
Information Architecture Society. 2000 onward. [asist.org](http://asist.org)
- IAI Mentor.** Official mentor for assistance and direction for newcomers to IA and UX.  
Information Architecture Institute. 2008 onward. [ia institute.org](http://ia institute.org)

## PRESENTATIONS

**Panel Speaker.** *Future of Work and Learning.*

Learning Tech Labs. Dogpatch Labs. 2018. Dublin. [learningtechlabs.co](http://learningtechlabs.co)

**Presentation.** *Reports from the European Information Architecture Summit.*

Conference Presentation. Isobar. Dublin. 2015. [isobar.com](http://isobar.com)

**Presentation.** *Musical Surfaces: Instrumental Awareness and Visualisation of Sound.*

Art Technology Research Laboratory. Queens University Belfast. 2013. [atrl.ie](http://atrl.ie)

**Presentation.** *Sound Interactions: Techniques in Understanding the Design of New Musical Instruments*

Art Technology Research Laboratory. Trinity University Dublin. 2013. [atrl.ie](http://atrl.ie)

**Presentation.** *State of the Field.*

Interaction Design Centre. University of Limerick. 2010. Limerick. [idc.ul.ie](http://idc.ul.ie)

**Presentation.** *Gestural & Touchscreen Research.* Presenting Research with Nokia.

UXCamp. 2010. Berlin. [uxcampeurope.org](http://uxcampeurope.org)

**Presentation.** *Out Cold.* Realtime Lifeline System for survival in extreme temperatures.

Design for the Cold. The Design Exchange. 2005. Toronto. [dx.org](http://dx.org)

**Presentation.** *Experience Cards.* A Design Tool for Scenario Development

IA Summit. 2005. Montreal. [iasummit.org](http://iasummit.org)

**Presentation.** *Open Source Design.*

Simon Fraser University SIAT Faculty. 2004. Vancouver. [siat.sfu.ca](http://siat.sfu.ca)

**Speaker.** Design Council: Teaching Design of Game Devices to Schools.

Designers Into Schools Week. 2004. London. [designersintoschools.org.uk](http://designersintoschools.org.uk)

**Organiser / Speaker.** *Open Source Design & Language as Design* with Mark Rettig, at the BBC.

Interaction Designers Talks. 2004. London. [ixda.org](http://ixda.org)

**Presentation.** *Blueprinting: Moving into Precision.*

IA Summit. 2004. Austin. [iasummit.org](http://iasummit.org)

**Presentation / Speaker.** *Towards Comfort.* Blueprint for Learning System

The Digital Hub. Exhibit3. 2003. Dublin. [thedigitalhub.com](http://thedigitalhub.com)

**Article / Speaker.** Panel Speaker. *The Big Issue Debate on eCommerce, 'Me-Commerce'.*

CreateOnline. 2001. London. [createonline.co.uk](http://createonline.co.uk)