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## INTRODUCTION

### **Bryn Ray**

Design Operations Consultant

I help companies integrate design practice into their digital programme to deliver effective, scalable and user centred solutions. My approach is focused on designing beautiful businesses that align to the user and their experiences. I do so through controlled experimentation with organisational structure and operations strategy. My goal is to weave user centred design, outcome orientated thinking and scientific method into the DNA of organisations, while systemising the practice for operational efficiency.

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## WORK HISTORY

### **Design Operations Consultant at Systemised**

2016 - Now

Digital operations consultancy focused on the operationalisation and optimisation of the design practice. I work with companies to help structure and integrate their design capability to work efficiently, effectively and with high competence. I'm currently working with Centrica to improve operational efficiency and measurability of their global design practice. Before this engagement I consulted for Anglian Water Services and British Gas Business.

### **Digital Service Design Consultant at Bryn Ray UX**

2012 - 2016

Full spectrum user experience and service design consultancy specialising in information architecture and design strategy. Adopting a user centred, evidence driven approach, I helped solve design problems for EasyHotels, Global, Glanbia, Bridges Ventures, GSK, TRAIN Fitness and ICAP among other smaller name brands. As an independent consultant I made the introductions, defined the opportunity, pitched and account managed all engagements.

### **Digital Operations Manager at National Grid**

2010 - 2012

End-to-end management of the research, strategy, design and implementation of a company-wide intranet based on sharepoint and an extranet for external partners. I was primarily responsible for the organisational structure of the sites as well as setting objectives, managing resources, defining success criteria and measuring impact. During my time at National Grid I completed several ITIL courses and agile project management training.

### **Digital Strategist at Shropshire Council**

2008 - 2010

Discovering areas of opportunity, analysing capability, establishing requirements and defining digital strategy for Shropshire education centres. This covered programmes of work such as digital access to academic libraries, online coursework submission portal and a student networking platform. My most significant contribution was the introduction of minimum viable products and appetite testing to deliver value faster with minimised risk.

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## EDUCATION

### **MSc User Experience Design**

University of Brighton

Distinction (90%)

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## CONTACT ME

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