



## GARRY FINCH

18 St Lawrence Road  
Frodsham, Cheshire  
WA6 6RJ

07740 198056

gaz@gazraa.com

## ABOUT ME

Experienced product focussed, technical manager, looking for my next permanent role in the North West or remote.

## SKILLS

AGILE  
A/B TESTING  
COMMERCIAL REPORTING  
FRONT END PERFORMANCE TESTING  
GOOGLE ANALYTICS  
GOOGLE TAG MANAGER  
HTML  
JAVASCRIPT  
JIRA  
MENTORSHIP  
SCRUM  
SHOPIFY  
SPRINT PLANNING  
TEAM MANAGEMENT  
TRAINING  
USER STORIES  
UX

## BACKGROUND

I am user focussed, a problem solver and have a very methodical approach, developed over the 20+ years of my time in the industry and my engineering background.

After cutting my teeth building ASP driven websites in the late 1990s, I have worked in the IT industry in a number of roles from developer through to senior management. I have written and taught training courses, delivered guest lectures at universities as well as working with the faculty to improve course content and provide industry feedback to the staff and students.

I am an approachable individual, calm when under pressure and given my broad range of experience I am able to adapt to most situations, roles and projects.

I am looking for a role to further broaden my experience and challenge me. I have a lot of experience to bring to a company and I believe I can make a positive impact. Roles like **Product Owner, Engineering Manager** or **Delivery Manager** are of particular interest to me.

Outside of work, I enjoy photography and the challenges/fun of being a parent.

## EXPERIENCE

### DIRECTOR OF ENGINEERING AND OPERATIONS

**GROOUP LTD** - (April 2017 – Dec 2018)

Working as part of a team on projects and consultancy for a large UK retailer. The rapid rollout of online retail stores on the Shopify platform. Commercial analysis and operational tasks of running a small business.

- Commercial analysis and reporting
- Shopify development and administration
- Wordpress development and administration
- Supplier and inventory management
- Resource management - Permanent, freelance and virtual assistants
- Management of office operations

### LEAD UX ARCHITECT

**THE HUT GROUP** - (April 2016 – March 2017)

Educating the business and promoting the importance of UX through workshops and presentations. Adding value to the product with experimentation and improved customer tracking to better understand how the websites are being used.

- Development and implementation of bespoke platform A/B testing function
- Workshops explaining the lean UX process to the rest of the business
- Technical UX improvements such as page performance. Working alongside developers to put KPIs and tests in place.
- Implementation of improved user tracking across the sites.
- Wireframing and low fidelity mockups.



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## EXPERIENCE

### HEAD OF UX DEVELOPMENT

THE HUT GROUP - (August 2008 – April 2016)

Growing a team from 2 to 35+ developers over 7 years. Responsible for delivering and supporting around 160 international, multi-million pound, online retail stores on a large scale, bespoke platform.

- Moving from waterfall to agile work processes.
- Gathering product requirements and user stories from the business.
- Backlog grooming and prioritisation.
- Creating new e-commerce sites, mobile and international versions
- Launching multiple WordPress sites for blogs to improve SEO content
- Template optimisation to shorten delivery time for a new site
- Introducing style guides and common components across the platform
- Moving from the mobile version to responsive templates for main site functions - checkout, account, product page and basket
- Implementation of a test framework used as part of the deployment process.
- Moving from 3 deployments a week to 4 a day with zero customer impact
- Launching Chinese optimised version of e-commerce sites
- Introduced BAU team and project teams to help manage new development streams and ongoing maintenance of the platform
- Introduction of kanban boards for BAU management and prioritisation with the rest of the business
- Platform migration from acquired company platforms to THG platform
- Worked with Edge Hill University on their course content and student project review
- Worked with MMU on student portfolio reviews

## QUALIFICATIONS

HND Automotive Engineering - Northbrook College, Shoreham Airport

A-Level Maths and Design - Kings Manor Sixth Form, Shoreham-by-sea

GCSEs - 5x B Grade and 5x C Grade - Kings Manor School,  
Shoreham-by-sea