

## GARRY FINCH

### A TECHNICAL AND LOGICAL LEADER, DRIVING HUMAN-CENTRED THINKING THROUGH PRODUCT OWNERSHIP

Over 20 years experience in the internet industry covering the full life cycle of product delivery. An adaptable, outcome driven, problem solver.



## EXPERIENCE

### SENIOR PRODUCT OWNER

**SAFETY SOFTWARE LTD - AIRSWEB** - (March 2019 – Present)

Working with a growing team to transition the company to a product-led roadmap for their B2B HSE SaaS Product.

- Iteratively delivered multiple new product features working with multiple development pods.
- Introduced analytics and dashboards to enable more data driven decision making and more efficient use of resource.
- Delivered brown bag sessions on UX, Design Systems and other related topics.
- Visualisation of the roadmap for better communication throughout the business.
- Improved product delivery reporting to provide clear updates to the board.
- Added wireframing and prototyping to the product process to improve stakeholder feedback.
- Creating user stories, acceptance criteria and prioritising tasks across multiple development pods.
- Worked with the agile methodology, contributing to planning sessions, 3 Amigos sessions, retros and scrums.
- Advising on scaling the UX/UI team and introducing better platform consistency through a design system.

### DIRECTOR OF PRODUCT AND OPERATIONS

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

Delivering internal product solutions and consultancy for external retail companies.

- Commercial analysis and reporting
- Data driven, strategic planning for internal and client projects
- Shopify development, administration and integration with third party fulfilment systems
- Wordpress development and administration
- Rapid rollout of online retail stores and features on the Shopify platform.
- Supplier and inventory management for multiple e-commerce stores and channels
- Resource management - Permanent, freelance and virtual assistants
- Management of office operations

## LEAD UX ARCHITECT

THE HUT GROUP - (April 2016 – March 2017)

Promoting the importance of UX through workshops and presentations. Adding value with A/B experimentation and improved customer tracking to better understand user journeys and feature impact on KPIs

- Development and implementation of bespoke platform A/B testing function giving us more accurate results than third party tools
- Educational workshops explaining the lean UX process to the rest of the business
- Technical UX improvements including page performance, device compatibility and browser support. Working alongside developers to introduce and monitor KPIs.
- Implementation of event tracking across the sites to enable a better understanding of user journeys, feature adoption and impact of new features.

## HEAD OF UX DEVELOPMENT

THE HUT GROUP - (August 2008 – April 2016)

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

- Feature roadmap creation and stakeholder management
- User focussed development of the e-commerce platform
- Delivering e-commerce sites, mobile and international versions
- Optimisation of the site delivery process with automated test suite and more frequent releases
- Creating a platform design system to improve platform consistency
- Introduced BAU team and project teams to help manage new development streams and ongoing maintenance of the platform
- Improving the BAU process with a business prioritised kanban board
- Platform migration from acquired company platforms to THG platform
- Worked with Edge Hill University on their course content and regular student project reviews
- 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