

## Michael Fredman

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## Experience

### Digital and Customer Experience Manager

London Borough of Camden Feb 2020- Feb 2021 (contract)

- Managed team of eight.
- Led on development and delivery of Camden's digital products.
- Provided strategy, insight and direction to implement improvement across the Council's services. Shared knowledge and guidance across the council.
- Delivered cost effective solutions within tight deadlines. Notably emergency Coronavirus projects such as:
  - Test and Trace Support Payment System. Including front end and back end case management in Liferay
  - Business Support Grants Payments
  - Internal condolences tribute processes for staff and families
  - New Coronavirus section for Camden website
- Drew on research, evidence and analytics to inform strategic decision making.
- Introduced processes to analyse and improve services. Ensured Camden's digital products consistently exceeded industry benchmarks. Eg Main site's Siteimprove Quality Assurance score is 92.6 (industry standard of 79).
- Managed external and internal stakeholders.
- Oversaw product owners. Advanced and optimised Camden's digital portfolio.
- In Agile environment, prioritised and progressed work streams. Identified areas of focus and delivered improvements in:
  - **Accessibility:** ensured legal compliance to WCAG AA for 2020 deadline. Put in place key developments to ensure organisational improvement and commitment to excellence.
  - **User Experience:** For example launching new standards and designs for online forms
  - **Efficiency and savings:** such as decommissioning of servers and refinement of processes
  - **Security and performance:** oversaw long-awaited successful integration of the Camden Account onto one platform.

## **Digital Content Designer**

London Borough of Barnet, Feb 2018-present

- Part of small team which developed and delivered new Drupal website focused on user needs and improved design and content.
- Designed and optimised content and user experience (UX) for several high priority services.
- Ran user testing sessions and applied user research to inform design decisions.
- Managed stakeholder relationships across the organisation.
- Devised and managed guerrilla testing strategy. Wrote guidance. Introduced best practices.
- Provided ongoing training, guidance and consultation to services and product owners throughout the organisation.
- Edited and developed content and refined UX on daily basis to ensure continued quality and improvement.

## **Digital Editor**

International Union against Tuberculosis and Lung Disease, July 2016-Feb 2018

- Managed trilingual website, several high profile satellite websites and all digital assets.
- Managed daily digital content production from international team. Led on content, design, strategy and technical direction.
- Produced multimedia content, including video. Introduced new social media applications e.g. Periscope for international press conferences.
- Wrote and implemented digital strategy, introduced SEO and accessibility practices. Optimised content and design based on analytics.
- Coordinated, managed and enacted digital communication output of team during World Conference.
- Produced and directed UX design and development for digital products including organisation's first conference app.
- Oversaw product development. Orchestrated RFPs for new digital products. Managed technical developments, including proposals for redevelopment of main website and associated processes.
- Facilitated clear communication between stakeholders across the organisation.

## **Project Specialist (UX)**

London Borough of Camden, February 2013-July 2016

- Optimised content, digital products and systems in Agile environment to deliver accessible, user focused products.
- Produced UX design. Created wireframes in Axure and Photoshop.
- Innovated guerrilla testing processes for UX development. Gave presentations and trained other teams. Rolled out across the council.
- Planned, organised and ran Camden's first in house accessibility testing.
- Organised and ran UAT testing including automated testing plan using Cucumber.

### **Web Officer**

London Borough of Camden, March 2008-February 2013

- Maintained and developed organisation's digital presence.
- Wrote for publication. Edited, optimised and created content, ensured plain English and accessibility standards.
- Complete website refresh process, from early development to implementation.
- Oversaw development of online interactive processes. Improved and redesigned online interactive transactions. Defined UX and accessibility best practice across the council.
- Managed main Camden site and social media, including during August 2011 riots. Used real-time resources to inform customers of verified information.
- Represented Camden at cross governmental meetings, for example to draft EU cookie policy.
- Created micro sites such as Camden Votes election site.
- Trained staff, including authors for CMS, consultations and e-forms.
- Used range of analytical tools to inform development.

### **Web Manager**

Action on Smoking and Health (ASH) 2005-2008

- Managed and developed all digital assets, including main web site
- Integral in development and successful roll-out of redesigned website. Took over increased responsibility after Information Manager departure.
- Project managed interactive map showing smoking prevalence and poverty in UK. Covered in national and international media.
- Designed and produced campaign sites.

Designed and produced campaign marketing materials

- Wrote and distributed daily campaign news bulletin.

## **Web and Publications Manager**

Socialist International (2001-2004)

- Produced high profile magazine (featuring contributed articles from political world leaders). Sub-edited and wrote content.
- Managed the trilingual website. Ensured high quality and apposite content published, sometimes in urgent circumstances.
- Assisted in organisation of international events.
- Answered daily political and press enquiries. Including during high pressure periods such as September 11 2001.
- Managed the London office during international council meeting, provided logistic and organisational support.
- Graphic design of 50 years logo. Also designed conference banner for Brazilian congress and other branded organisational materials.

## **Education**

**BA hons 2:1** English Literature and Theatre Studies.

University of Leeds, 1996

3 A levels: **English A level - A star.** (Final Essay, 100%, nationally commended)

Fortismere Sixth Form College, 1993

10 GCSEs including English AA

Mark Rutherford Upper School, 1991

## **Training**

2016: Digital video training - John Scotland Ltd.

2010: Complete Google Analytics - Highlander Ltd.

2009: Writing skills and production journalism - London College of Communications

2009: CSS for web page development - Learning Tree International

2009: Hands on XSL: Transforming XML - Learning Tree International

2008: Intermediate CSS, Webcredible

2007: PHP and MySQL: 10 week training in database driven websites, City University

2006: ASH Media training by Ian Wilmore, Public Affairs Manager.

2001: Socialist International Media Training by award winning journalist, Hugh O'Shaughnessy.

1997: Quark Express (now InDesign) and Photoshop, City Literary Institute.

References available on request