

## KAI TURNER

Director of User Experience

[www.kaigani.com](http://www.kaigani.com)

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DESIGN. CREATE. INNOVATE.



### SUMMARY

Over 13 years of experience in leading the user experience, visual design, information architecture and online strategy for clients including AOL, Hallmark, Virgin Mobile, Homebase, Lloyds of London, Opodo, BT, Orange, Capita, Canon and British Airways.

### EXPERTISE AREAS

- User Experience & Information Architecture
- User Research
- Digital strategy
- Social media planning
- Visual Design
- Information design

### KEY SKILLS

- Client & new business presentation
- Relationship management
- Team development
- Process definition
- Requirements gathering
- Experience modeling
- Competitor auditing
- Audience segmentation
- Stakeholder & customer research and interviews
- User personas and scenarios
- Management of design deliverables & prototyping



## EXPERIENCE

### AGENCY.COM

(Digital marketing & advertising)

April 2008 — Present

#### Head of Information Architecture

Led the information architecture and user experience teams for clients including: Canon, British Airways, BT, Standard Life

Stakeholder interviews and requirements gathering for: Help the Aged / Age Concern, Comic Relief

### PASSADO

(Social Networking website)

July 2007 — March 2008 (9 months)

#### Product Design Director

Responsible for the re-design and re-launch of Passado.com. A social networking website with over 4 million registered users in Spain, France & Germany.

Led the team responsible for user experience, interaction design and visual design from initial concept development through to development. Worked closely development team, based in St. Petersburg, to communicate functional requirements.

Responsible for the project management for the design team milestones and deliverables, following an Agile methodology.

### ENTERPRISE IG

(Brand, design & marketing)

2006 — 2007 (1 year)

#### User Experience Design Consultant (freelance)

Design and strategy for clients including: National Skills Academy, AEGON, Argos and Enterprise IG (internal communications)

**Freelance consulting**  
2004 — July 2007 (3 years 4 months)

**MEDIAPOLLEN**  
(Media publishing)  
2004-2006

**SAPIENT**  
(Full-service digital)  
June 1999 — April 2004 (4 years 11 months)

**PLUGGED IN**  
(Social enterprise)  
September 1996 — January 1998 (1 year 5 months)

### **User Experience Design & Strategy (freelance)**

Provided interactive design and consulting services for clients and agencies including: Enterprise IG, Oyster/FramFab/LBi, Radley Yeldar, British Telecom, Orange, Capita.

#### **Owner**

Mediapollen published the Design On DVD series, including 'Bass on Titles' by Saul Bass.

Responsible for the product design, production and distribution.

### **Senior Information Architect / Manager of User Experience**

Led the Information Architecture design on projects for key Sapient clients, including Virgin Mobile, Homebase, Asserta Home and Lloyds of London.

Acted as User Experience Lead in Sapient's New Dehli office for 6 months to help develop the creative discipline in India.

#### **User Experience Discipline Lead**

(March 2001 — August 2001)

Head of the Creative/User Experience team in Sapient India's New Delhi office. Held overall responsibility for staffing, planning and development of the 20+ person team consisting of designers, information architects, creative project managers, content strategists and site developers.

#### **Technology Consultant, Studio Archetype**

(September 1998 — May 1999 when merged with Sapient)

Provided interactive design, consulting and development services for clients including 3Com, IBM and Hallmark.

#### **Online Producer**

Online Producer for Plug In! Studios -- a teen content studio funded by the venture capital department of America Online, AOL Greenhouse.

The Studio employed teens from East Palo Alto and Palo Alto to create interactive communities for AOL, Intel and Sun Microsystems.

Plug In! Studios was a for-profit social enterprise developed to contribute to the non-profit organisation Plugged In.



## **EDUCATION**

**STANFORD UNIVERSITY**  
(Palo Alto, California)

**B.S. Computer Science**



## **PRESENTATIONS & WHITEPAPERS**

**EXCITE!**  
(Conference)  
2009

**INTERNET WORLD**  
(Conference)  
2009

**MASHABLE**  
(Online magazine)  
2009

**AGIT8**  
(Online journal)  
2009

**Developing Integrated Campaigns Using Social Media**

Conference seminar in Earls Court London.

**Keynote panel on Social Media**

Conference panel.

**“Finding Your Brand Voice on Twitter”**

Article.

**“The Future of Information Architecture”**

Whitepaper.