

PRODUCT STRATEGIST

Nick Lockey

I shape powerful products by understanding customer needs, refining business strategies and driving rapid innovation. I'm never afraid to ask difficult questions with empathy to enable positive change.

Experience

2018 - CURRENT

PRODUCT STRATEGIST & UX RESEARCHER

383 Project

As part of this dynamic product studio, I led a wide variety of research and strategy projects for clients including Volkswagen, Hilton, E.ON, National Express, Hastings Direct and Young Enterprise. Highlights include:

- Shaping ambitious business transformation projects that led to real institutional change
- Leading detailed 'friction mapping' projects charting pain points across customer journeys
- Conducting 100+ 'Jobs to be Done' interviews
- Running design sprints, rapid prototyping, value proposition and innovation programmes
- Creating new frameworks and workstreams, including remote working and ResearchOps
- Facilitating a wide variety of workshops, including at C-Suite level
- Delivering internal and external training in strategy, research, and innovation skills
- Working with our commercial teams to plan and deliver compelling marketing content

CONTACT

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EDUCATION

2021

PowerMBA (in progress)

2001

BA (Hons) English (2:1)

University of Birmingham

SKILLS

Customer interviews

Stakeholder engagement

Product strategy

Research Operations

Usability testing

Journey mapping

Ideation

Rapid prototyping

Competitor analysis

Design sprints

Segments & personas

Field research

Desk research

Workshop facilitation

Pitching & presentation

Value propositions

Business models

Content & copy

Experience (cont.)

2016 - 2018

DIGITAL CONTENT PRODUCER

The BBC

As part of the BBC's in-house training division, I was responsible for online content production and stakeholder engagement, all driven by core user-centred design and blended learning principles. I was also responsible for the department's social media output, including writing and scheduling posts, planning campaigns, generating analytics reports and developing the social media strategy.

2007 - 2016

MULTIPLATFORM PRODUCER

Maverick Television

As a core member of Maverick's multiple-award winning digital team, I originated and produced cross-platform digital content for broadcasters including Channel 4, The BBC and Sky. In particular I spent several years working as a Digital Producer on the critically acclaimed online content for Channel 4's 'Embarrassing Bodies' medical show.

2003 - 2006

TV DEVELOPMENT RESEARCHER

Hotbed Television

Responsible for generating original TV commissions and pilots for broadcasters including the BBC, ITV, Channel 4 and Discovery. I also worked within the broadcast teams as a TV Production Researcher.

2002 - 2003

TV DEVELOPMENT RESEARCHER

My Kind of Show

I originated ideas for broadcast including a six-part entertainment show for Sky One. I also won a place on the prestigious 'Fast Track' scheme at the 2003 Edinburgh Television Festival.

INTERESTS

Fiction writing
Futurology design
Transmedia storytelling

ACHIEVEMENTS

Worked on several award-winning digital productions (including Digital Emmy, BAFTA and BIMA Awards)

Presented at South by Southwest Interactive on two separate occasions

Invited to speak at Microsoft's HQs in both London and Seattle on multiplatform storytelling

Delivered training on digital and research skills for numerous festivals, universities, schools and charities

Have written and produced immersive multi-platform narratives, including for an opera commissioned by Sky Arts