

PRODUCT STRATEGIST

Nick Lockey

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

Experience

2021 - CURRENT

SENIOR UX RESEARCHER

Vodafone Smart Tech

Working across several product teams, I deliver deep customer insight within the consumer IoT space. Spanning smart trackers and wearables, I support designers and engineers through agile development cycles, providing insights to shape both hardware and software development

2018-2021

PRODUCT STRATEGIST & UX RESEARCHER

383 Project

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

- 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

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EDUCATION

2021- 2022

PowerMBA (in progress)

2001

BA (Hons) English (2:1)

University of Birmingham

SKILLS

Product strategy
Innovation & ideation
Stakeholder engagement
Research operations
Customer interviews
Usability testing
Journey mapping
Rapid prototyping
Competitor analysis
Design sprints
Segments & personas
Field research
Desk research
Workshop facilitation
Pitching & presentation
Value propositions
Business models
Content & copy

Experience (cont.)

[383 Project continued...]

- 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
- Content creation including blogs, webinars & social media

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, spanning content creation, campaigns, analytics reporting and strategy

2007 - 2016

MULTIPLATFORM PRODUCER

Maverick Television

As a core member of Maverick TV'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 for Channel 4's critically acclaimed multiplatform medical show 'Embarrassing Bodies'

2002-2006

TV DEVELOPMENT RESEARCHER

Various TV production companies

Responsible for generating original TV commissions and pilots for broadcasters including the BBC, ITV, Channel 4, Sky & Discovery

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

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