

Name	James Dudley Dipl. Arch UCL
Profession	Designer
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Born	16 Feb 1966
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Helping diverse teams align to produce successful user experiences

Education and Qualification

1986 - 1989	University of Bath, School of Architecture. B.Sc. with Hons in Architecture. RIBAPt.1 Focus on integrating architectural, structural and service design.
1990 - 1992	Bartlett School of Architecture and Planning, University College London. Diploma in Architecture. RIBA Pt. 2

Key skill areas

- Facilitating workshops to align diverse stakeholder teams to co-create innovative solutions.
- Passionate about creating user experiences that positively impact well being and improve the quality of lives.
- Deep understanding of brand communication.
- Client base network from leading creative companies and individuals to start-ups.
- Active member of the Design Sprint community, applying User-Centred design methodology to a wide range of digital and non-digital projects.

Practice

June 2017 - Present	Atelier James Dudley, Zug, Switzerland <ul style="list-style-type: none"> • Lead R&D facilitator for the National Portrait Gallery, London's major redesign project creating, delivering and documenting a 2-year UX programme. • Leading user-centred design workshops. Conducting user researching and mapping customer journeys. Prototyping and running user testing. • Facilitating Design Sprints with diverse teams from Fintech, life sciences and the creative industries to deliver transformation projects. • Delivering keynote lectures for an international network of design professionals.
Nov 2003 - May 2017	Creative Director, Andreas Messerli AG, Wetzikon, Switzerland Creating a variety of 3D brand communication environments including retail, leisure and exhibition projects. Crafting stories into meaningful 3D user journeys that resonate with the target audience. Clients included: UBS, Credit Suisse, Nespresso, Pilatus Aircraft, Swarovski, Victorinox, FIFA and KPMG.

Teaching

2015 - Present	Master Design , HSLU, Lucerne University of Applied Sciences and Arts. Teaching 3D communication and User centred design methodologies to students on the Master Design course.
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Free time	Keen road cyclist and co-founder of the Zug Zürich Peloton.
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