# Stephen James Foster

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**UX / UI DESIGNER AND DIGITAL ENGAGEMENT SPECIALIST**

**A multifaceted UX/UI Designer and Digital Specialist with a proven track record of crafting user-centric digital experiences that drive business growth. Proven ability to seamlessly blend design expertise with strategic thinking to optimize user interactions and achieve organisational objectives. Advocate for accessibility and inclusive user centred design. Solid technical and development skills.**

## Skills UX Architecture | UX Design (UXD) | UI Design (UID) | Prototyping | Leadership | Mentoring | Project-Management | Stakeholder Management | Accessibility | Innovation | Design Strategy | Interaction Design | Digital Engagement Architecture (Web, Mobile, SPA) | Marketing Technology (Adobe) | Agile | Customer journey maps | Architecture diagrams | Process flows | API’s and Integrations | GDPR. Figma | Axure | Jira | Visual Studio | Adobe AEM | Analytics | HTML / WAI-ARIA | Advanced CSS | JavaScript (Vanilla / jQuery – prototyping) | Bootstrap | WCAG W3C 2.1/2.2 – Accessibility).

## Work Experience

### UCD ACCESSIBILITY LEAD Jan 2024 – Present

Scottish Government, Edinburgh

### Supporting the User Centred Design, Corporate Transformation Team. Accessibility manual auditing involves comprehensive review of Oracle Fusion Cloud key journeys to conform with public sector legislation and WCAG compliance through Agile. Providing solutioning to issues found and interacting with developers.

### DIGITAL ENGAGEMENT ARCHITECT (LEAD) May 2021 – Dec 2023

Aegon UK Plc, Edinburgh

Leading the design and developing of innovative digital experiences that drive user engagement, resulting in achieving business goals. Successfully collaborating with stakeholders, designers, researchers, and developers to create user-friendly and visually appealing digital services and solutions. Collaborating with UX and UI designers to develop a new design system and digital standards that instigated (accessibility, performance, patterns, interactions), and worked on prototypes and visioning to promote solutions.

* Designed Aegon UK’s future vision of public customer UX, delivering the foundation design guides and UI component patterns for all future public websites and support journeys. This was then expanded to work with Aegon Global to support their new visual design and design system for 2024.
* Implemented new standards in accessibility, user experience and digital by user research/testing, promoting to executive levels and stakeholders, showing how the change can increase value and retention.
* Achieved consistency across customer touchpoints (design system, components) resulting in cost savings as there was a lot of repeats on projects prior to this that was reduced greatly.
* Delivered a key role in the rebuild of the Aegon UK Public web estate to improve customer experience, ensuring a unified public experience for B2B and B2C audiences and reducing customer calls by 20%. Implemented Adobe Experience Manager, integrated and owned Adobe Target, Analytics, and collaborated with internal and external teams to deliver the project on time and within budget.

### UX DESIGN AND ENGAGEMENT MANAGER June 2018 – May 2021

Aegon UK Plc, Edinburgh

Led a team of UX and Web Designers to create and implement user-centred designs for all public-facing websites and supported content interactions. Collaborated closely business and user research to establish UX/UI directions and new design system solutions across multiple touchpoints, including SPA and Mobile App, resulting in 75% more consistency. Working with brand to vision the next generation customer experience meeting higher standards and experience levels.

* Mentored and coached designers on best practices in UX design, UX research, UI design, and accessibility-first principles. Seeing great improvements in skills and the culture around accessibility and user-centric solutions as well as progressing junior designers to mid-senior roles.
* Successfully consulted on Mobile App during initial exploration and prototyping. Worked on initial visioning/white boards, consulted on security, accessibility, UI/UX that was implemented into the design system as well as the user experience of the app stores. Helped develop in-house eye tracking research.
* Led and conducted research to shape the experience and personas as well as journey mapping to inform design. Aegon UK now has a set of customer segment personas including accessibility personas.

### SENIOR UX DESIGN CONSULTANT March 2014 – June 2018

Aegon UK Plc, Edinburgh

Produced a wide range of tools, services, and customer platform journeys. Complete design style guides and patterns, full wire-framing, and prototyping, including visioning projects. Worked with UX researchers and UI team with a focus on mobile-first and accessible websites/tools.

* Provided vision and concepts UX/UI taken through to build of the B2C and B2B Platforms. This delivered the new Aegon UK user experience for all customer types for secure transactions and processes.
* Led UX Research implementation and processes implementation. Customer panels and external UX research processes were put in place and regular testing was implemented as part of the UX/UI processes, which provided fail fast, fail forward thinking during early design phases, reducing rework in development, and greatly improving customer experience.
* Contributed to enabling the accessibility strategy in all stages of projects for web, pdf, forms and have developed internal knowledge and culture. Improved accessibility to 98% meeting KPIs and created a backlog of further improvements.

### SOLUTIONS ANALYST June 2013 – March 2014

Aegon UK Plc, Edinburgh

Collaborated on the Retiready (B2C) project, including a prototype Mobile App, front end development (FED) and UI design for the e-commerce site. Responsible for promoting accessibility and usability in web work. Produced HTML, CSS, and JavaScript for the Retiready platform as well as supporting UX design.

* Created digital assets, including Vector artwork and iconography which was optimised for performance and loading pages across mobile for scalable responsiveness as well as micro interactions to enhance the customer experience. Provided clear and quality code for both mobile-first and large display devices.

**Senior Designer**, Open Platform Ltd (Digital Agency – 12 Years)  
**Head of Graphics Department**, Today Technologies Ltd (Web Agency)  
**Graphic Designer**, Media & Leisure Publishing Ltd (Publishing and Web)

EducationHigher National Diploma - Graphic Design, Fife College Jan 1996 – Jan 1998

## Development and Training

SCOTVEC– Photography  
Absorb – Financial Services Regulations, Compliance and Security and Vulnerable Customer training.

## Awards

CEO Achievers Award: selected through peer voting as one of Aegon UK's Achievers, chosen from among 3,000 employees. Additionally, recognised as the top-achiever overall by CEO Adrian Grace.