

# BRENT STARLING

## Service Design Consultant & Design Manager

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### Personal Statement

Sheffield-born and now Manchester-based designer who enjoys solving real-world problems whilst crafting simple-to-use and human-centric software. I am an enabler at my core who ensures that the best outcomes are achieved for users and stakeholders alike. I also empower, nurture and support others to drive personal and professional growth.

### Summary

- Successfully driving business value through innovation, customer-focused strategies and utilising simple but effective design processes.
- Using my drive, experience and passion to lead teams and enable the delivery of the ultimate customer experiences. Driving success from discovery into effective MVPs and through to finally fully-fledged solutions.
- A shaper of design-led thinking within the business and teams. I help improve the complex processes that underlie workstreams and have also defined new systems from the ground up.

### Experience

#### Service Design Consultant /

#### Family Lead

January 2020 - onwards

#### Infinity Works / Accenture

Instrumental role within clients helping them develop huge and complex software, automating manual operations processes and also supporting and growing a team of IW designers & researchers.

I am an educator, facilitator and driver of the clients' design & research team, helping to shape how service design operates and how it works with wider teams.

Plugging gaps where previous leaders within the client have left uncertainty while bringing design ops-esque problem-solving to help steady the ship and grow the team.

#### Achievements

- Building happy and productive teams in both IW and client
- Defining, supporting and shaping design ops within IW and client
- Building processes and products at a large scale in tribes, across business and even across the group

#### Design Lead / Design Manager

April 2016 - January 2020

#### Booking.com

Responsible for Customer Service, Supplier and Internal Business tooling within the Transport arm at Booking.

My problem-solving ability, stakeholder management and lean processes also meant that I was headhunted internally, for other problem spaces.

Responsibility was given to bringing in new processes and ways of working and subsequently built up new user needs, and friction points and helped guide business direction.

#### Achievements

- Industry-leading supply partner and commercial portals defined & developed
- Business first supplier user testing programme developed
- Growth and development of the design team

#### Product Owner

April 2015 - March 2016

#### Rentalcars.com

I started at Rentalcars in the only business function that was responsible for the E2E car rental journey. By ensuring supplier data, user research and solid customer experiences were brought together we developed a seamless user experience.

#### Achievements

- Customer-centric design principles brought to the forefront

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## Senior UX Developer

July 2014 - March 2015

## Havas Lynx

I am not your typical designer - that is why this role of a UX Developer was created for me. I was brought in to help define the design by data ethos and enable better more scalable products to be built. Utilising WordPress, Jekyll or in-house node applications we built and developed training/teaching aids for some of the biggest pharmaceutical companies in the world.

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## Head of UX & UI /

## Design Team Leader

April 2011 - July 2014

## The Hut Group (THG)

Whilst at THG I helped the Creative Director to revolutionise the design team and their ways of working. We changed the mentality of 'making things pretty' to enabling design decisions to be based on customer data. Originally the process of getting from 'Idea' to 'Live' was painful, with multiple templates being used across multiple brands. By reducing the drag on the templates and using auto-populating fields of data we were able to streamline processes, increase interactions and also enable real-time user efficiencies.

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## Senior Designer / Design Team Lead

April 2007 - April 2011

## 20:20 Mobile (now Brightstar 2020)

I enjoyed the problem space of working within a white-label solution but flexing its possibilities when creating very different experiences for some of the leading telecom companies. I was also lucky to work with some fantastic brands like Three, O2 and Orange in the UK and was also asked to provide stakeholder management for some very interesting MVNOs like Tesco, Asda and TalkMobile.

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## Web Designer

### LSG

2004 - 2006

Building Insurance product (mobile phone cover) websites for leading banks. Adapting brand guidelines to work within our systems.

## Web Designer

### LgFL / LCC

2001 - 2004

A hugely rewarding role where I created accessible teaching aids and school websites for schools in and around Lancashire.

## Web Designer

### Graphic Palette

2004 - 2006

Building Insurance product (mobile phone cover) websites for leading banks. Adapting brand guidelines to work within our systems.

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## Education

### Sheffield Hallam University

1998 - 1999

Computer Science / MSc

### Greenwich University

1995- 1998

Exercise Physiology & Nutrition / BSc

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## Tooling

Not limited to but including:

Adobe Suite, Figma, Lean UX/Agile, Wireframing, Prototyping, Design Process & Automation

## Skills

Not limited to but including:

Data Analysis, A/B Testing, Persona Generation, User flows, Use Case / JTBD, Workshop Facilitation & Design Critiques

## Softer Skills

Self-starter, Collaborator, Connector, Educator, Advocate, Driven & Compassionate

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## Interests / Hobbies

Other than spending time with my family & hounds, I also enjoy:

- **Dodgeball**  
Both coaching and playing for a local team
- **Scouts**  
Both leader and part of their Community of Practice
- **DIY**  
In the process of building a shed from pallets

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## References

I have a great working relationship with all my current and previous managers, so references are available on request

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