



Tim French

Passionate, creative and technical with 15 years experience in web and mobile product delivery.

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● Experience ●



Project Director

VMLY&R
Oct 2019 – Current

Overview

VMLY&R is a Connected Brand and Customer Experience agency.

As the Project Director, I lead the PMO team and had the opportunity to lead the development of web, mobile and wearable technology solutions for a range of Clients ranging from startups, right through to our favourite brands.

Achievements

- Product Owner for a start-up mobile app in the insurance space.
- Product Owner for a mobile and wearable app that tracks your surfing.
- Implemented product performance thinking using Vision, Goals, Analytics, Data Visualisation and ongoing enhancements.
- Managed the creation of two new brands in the financial services space through brand strategy, creative development and design.
- Created new processes for scoping, project workflow and reconciliation.



Senior Product Delivery Manager

Consultant
Jun – Sept 2019

Overview

Consulted in the development of mobile applications for Government Agencies in the travel sector. An interesting Mobile App project involving facial recognition and wireless document scanning.

Responsibilities

Lead a team through the define and design stages of an iOS & Android App, including:

- User story mapping.
- User journey mapping.
- UX, wireframing, prototyping and usability testing.
- UI design.
- Technical scoping and solution design.



Senior Product Development Manager

Ansible
Feb 2018 – Apr 2019

Overview

Ansible, formerly MNet, is a leading supplier of mobile technology.

To help connect the AEC with its voters, two Mobile Applications were developed for the 2019 Federal Election.

- Connection to AEC enrolment services.
- Timeline of events and things to do during the election.
- Polling place locators.
- Live elections results.
- Management portal.

Achievements

Product Manager/Owner for the delivery of the AEC's Mobile Apps for the 2019 Federal Election.

- Lead a distributed team of UX and Visual Designers, API and Mobile Developers, Dev-Ops, Testers and third party load and security teams across four locations within Australia.
- Implemented agile methodologies.
- Continuously managed a changing roadmap to a fluid deadline (the 2019 election).
- Worked with teams to solve complex problems and scope technical solutions in a rapidly changing environment.
- Maintained a strong focus on accessibility, security and performance.



Product Director

MullenLowe Profero
Dec 2016– Nov 2017

Overview

MullenLowe Profero is a CX and Product Development Agency. As the Product Director, I was responsible for overseeing the development and continuous enhancement of a suite of products across various Clients.

My primary focus was on the Agency’s largest Client where we created, monitored and enhanced an ecosystem for the commercial retail sector, including:

- 15 shopping centre websites.
- An iOS App with indoor Bluetooth wayfinding.
- An in-centre touch screen kiosk with directory, mapping and wayfinding.
- An intuitive portal allowing retailers to login and manage their content across all three interfaces.

Achievements

Managed the continuous development and growth of a large scale solution for the commercial retail sector including:

- Design and implementation of product roadmaps and strategies, including platform vision, product objectives and current, short and long term initiatives.
- Oversight of the roadmap implementation and successful platform rollout.
- Ensuring continuous enhancements through user and performance based testing.
- Constantly evolving the studio’s internal practices.
- Planning and prototyping the Agency’s internal product.



Associate Project Director

MullenLowe Profero
June 2013 – Dec 2016

Overview

As the Associate Project Director, I was responsible for rolling out the Agency’s larger and more technical projects, as well as implementing agile methodologies, running programs of work and managing the project management team.

Achievements

- Scoping, planning and delivering large scale, \$2M+ projects.
- Successfully delivering an online mobile ordering platform for the fast food industry.
- A mobile site for a cinema chain with full eCommerce functionality.
- An “omni-channel” experience for the commercial retail sector including a Shopping Centre’s website, iOS app with Bluetooth wayfinding, touch screen kiosk with directory and wayfinding and a retailer portal allowing retailers to create and edit content across the platform. The project was awarded the Sitecore Ultimate Experience Award for the AU/NZ region.



Project Director

Rhubarb & Custard
Jun 2011 – June 2013

Overview

Custard was a startup digital agency of three people. Within six months, we had taken on multiple Clients, expanded to bring in creative teams and put out some great work. I was responsible for managing the Agency’s digital projects and was able to further develop my skills in rapid prototyping.

Achievements

Managed various projects including Facebook applications, online campaigns, rich media, 360 video, motion graphics/animation, retailer video displays, eCommerce design and web/mobile application development.



Leader Producer / Business Analyst

Ogilvy Interactive
Oct 2010 – June 2011

Responsibilities

- Lead a team of five producers for AMEX.
- Delivered online campaigns, interactive/rich media and flash games.
- BA work and delivery of web applications.



Digital Producer

Euro RSCG (Havas)
Jan 2009 – Oct 2010

Responsibilities

- Account Manager and Digital Producer on Sony and Telstra.
- Managed a variety of projects including website design and build, flash/flex applications, email marketing and promotional campaigns.
- An introduction to proper web development and studio practices, scoping and documentation.



**Account Manager /
Producer**

Chemistri (Leo Burnett)
Jun 2007 – Jan 2009

Responsibilities

Managed national promotions and rewards programs, from creative/campaign assets and web development, right through to fulfillment and warehousing.

Automated the email delivery process and freed up half my time to focus on other ventures.



Account coordinator

Leo Burnett
Jan – Jun 2007

Responsibilities

- Print and Direct Marketing 101 and a taste for digital and web development.
- Spent an hour watching the first iPhone keynote.

● **Skillset** ●

Tasks

4D, Agile (I believe every approach should be unique), Project definition, Functional specifications, Project plans, Test plans, User testing, SEO, Performance metrics, Road maps, Scrum, Continuous release, Product Manager, Product Owner, HTML/JS, Sketching, Lean UX, Prototyping and more. I like to be hands on, even if it's at a hobby level, so I've learned a lot over the years from design to development and product road-mapping to building live data dashboards.

Software

Jira, Confluence, Sitecore, MS Project, Omniplan, Office, Docs, Axure, Adobe XD, Adobe CC, Post It Notes, Pen and paper, etc.

If I haven't used it before, I'll quickly figure it out.

● **About me** ●

I've spent the last 15 years working across a really wide range of projects, spanning creative, strategy, UX, design and technology in web, mobile and the unconventional. I've been given some great opportunities to work on incredible products with incredible people. I'm never shy of taking on a huge challenge and I'm always proud of the work that I've helped deliver.

I've always taken on a lead role where my passion is not just delivering a product that looks and feels great, but that it works and it performs. I'm a strong believer in defining vision, users, goals and success criteria and using data/performance metrics as well as user research and feedback to constantly evolve and enhance a product.

Every day I'm learning and teaching myself new tricks and traits. I have a side project that's given me a great chance to put my money where my mouth is, forcing me to upskill and problem solve and I'm always enjoying expanding my knowledge.

I have a strong belief in focusing on user needs and simplicity, creating something that has value to the owner and purpose and usefulness to its users. Most of all, I care about the detail, the quality and the craft of delivering something that everyone is proud to be involved with. I'm hoping I have the chance to share these beliefs with a like-minded team.

● **Hobbies** ●



Mountain biking



Photography



Travel



Making things

● **Education** ●



**Bachelor of Business
Advertising & Communications**

University of Technology, Sydney
2001 – 2003